

The Blue Foundation

FOR A HEALTHY FLORIDA



The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.

October 2009 – June 2010



Media Coverage October 12 2009 – June 30, 2010

Executive Summary

The Blue Foundation for a Healthy Florida's media relations activities from October 2009 to June 30, 2010 resulted in potential exposures totaling 140,749,048. Programs and numbers reported include:

- Winter 2009 grant cycle: 127,207,946
- Embrace a Healthy Florida: 2,032,301
- Partners Investing in Nursing: 5,839,214
- Miscellaneous: 3,137,061
- Feeding America: 2,532,526

Detailed information for each program follows.

Winter 09 Grant Cycle Media Placements – 127,207,946

The Blue Foundation for a Healthy Florida announced its winter 2009 grants in a press release distributed statewide and to National trade publications. Simultaneously, the grants were announced to BCBSF employees via News & Views. Subsequent media outreach targeted the media outlets covering the geographic area of our grants.

From December 22, 2009 to June 2010, media coverage resulted in 11 print, one radio, three television and 214 online placements**. Highlights included coverage in *The Palm Beach Post*, the *South Florida Sun-Sentinel*, *The Tallahassee Democrat* and on National Public Radio in south Florida.

In all, at least 127,207,946 people were potentially exposed to media coverage resulting from The Blue Foundation's 2009 winter grant cycle.

Embrace a Healthy Florida Media Placements – 2,032,301

From October 12, 2009 to June 3, 2010, media outlets represented The Blue Foundation as a supporter of various activities taking place to reduce childhood obesity across the state. *The Tallahassee Democrat* also ran a feature story about Embrace a Healthy Florida. In addition to traditional media outlets, several organizations that received grants thanked The Blue Foundation in their print and electronic newsletters. In all, Embrace a Healthy Florida coverage resulted in eleven print placements and 16 online placements. At least 2,032,301 people were potentially exposed to media coverage.

Partners Investing in Nursing's Future Media Placements – 5,839,214

As part of their *Partners Investing in Nursing's Future* (PIN) grant, The Blue Foundation released a white paper to provide background information on the different simulation types as well as a number of benefits and pitfalls to simulation in nursing education.

From November 2009 to June 28, 2010, media coverage related to The Blue Foundation's PIN grant and white paper resulted in three print placements 66 online placements**. Relevant trade journals also covered the whitepaper. In all, at least 5,839,214 people were potentially exposed to media coverage resulting from this grant.

Miscellaneous - 3,137,061

Several publications throughout the state ran various stories about grantees and recognized The Blue Foundation as a funder. Grantees also credit The Blue Foundation's support in collateral materials such as annual reports, newsletters and event programs.

In all, miscellaneous coverage included 30 online placements, one television placement and 20 print placements, including in *The Bradenton Herald*, *Tallahassee Democrat*, *St. Augustine Record*, *Palm Beach Post* and *Jacksonville Business Journal*. In addition to mainstream media, two trade outlets covered The Blue Foundation on multiple occurrences (*Philanthropy News Digest* and *Florida Philanthropic Network*).

Feeding America – 2,532,526

On December 11, The Blue Foundation for a Healthy Florida presented a \$250,000 grant to Feeding America in response to America's hunger crisis. Feeding America worked with the Florida Association of Food Banks to allocate funds to eight affiliated food banks across the state based on poverty levels and population.

Public relations efforts to generate publicity for The Blue Foundation's grant to Feeding America and check presentations** in Jacksonville, Tallahassee, Orlando, Pensacola, Tampa and Pembroke Park include the distribution of media advisories, fact sheets, press releases, event photos, pitches and follow-up calls to the media. From January 7- April 5, 2010 media coverage resulted in 10 print placements, eight television placements, one radio placement and 18 online placements. In all, at least 2,532,526 people were potentially exposed to media coverage*.

(Complete coverage of all Feeding America media activities is found in Feeding America's executive summary.)

**The media coverage summary includes placements that were documented using existing media monitoring services and may not include radio, blogs, magazines and newsletters.

EXECUTIVE SUMMARY

Feeding America grant activities

On December 11, The Blue Foundation for a Healthy Florida presented a \$250,000 grant to Feeding America in response to America's hunger crisis. Feeding America worked with the Florida Association of Food Banks to allocate funds to eight affiliated food banks across the state based on poverty levels and population.

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Northeast Florida

WTLV Channel 12, WJXT Channel 4 and WAWS Action News all covered The Blue Foundation's grant to Feeding America at a news announcement held at Second Harvest Food Bank North Florida. WOKV-FM also covered the information. In print, *The Florida Times-Union* ran a positive editorial and news brief about the grant. *The Jacksonville Business Journal* also ran a brief. Online, Jacksonville.com ran the same stories published in the *Times-Union*. In addition to mainstream media, The Donors Forum of Northeast Florida covered the Feeding America grant. In all, potential impressions for broadcast, print and online totaled at least 1,445,568 people.

Central Florida

The Orlando Business Journal online covered the Feeding America grant and check presentation at Second Harvest Central Florida. Also online, news.moneycentral.msn.com and charity-charities.org picked up the Orlando Business Journal's story. In all, potential impressions online totaled at least 123,000 people.

South Florida

Feeding South Florida posted a press release about The Blue Foundation's grant on its website.

Northwest Florida

In Pensacola, *The Pensacola News Journal's* website posted pre- and post-event articles. Its print edition also ran an article and photo about The Bay Area Food Bank's additional support. For broadcast, WEAR-TV and WALA-TV attended the check presentation, which was held at a local food distribution site. In Tallahassee, *The Tallahassee Democrat* covered the Feeding America grant in print and online. WTXL-TV ran a segment about the grant to Feeding America. In all, potential impressions online totaled at least 925,317 people.

West Florida

In West Florida, 26,641 were potentially exposed to articles in *The Tampa Record*, *The Weekly Challenger* and Bradenton.com about The Blue Foundation's grant to America's Second Harvest of Tampa Bay.

Internal

BCBSF's News & Views ran an article about The Blue Foundation and Second Harvest Food Bank of North Florida. Additionally, Daily Find included an article about The Blue Foundation and Second Harvest Food Bank of Central Florida. In all, potential impressions online for the two items totaled at least 12,000 impressions.

*The media coverage summary includes placements that were documented using existing media monitoring services and may not include radio, blogs, magazines and newsletters.

The Blue Foundation for a Healthy Florida Media Report

		CLIPS	AUDIENCE
TOTAL		412	140,749,048
From: December 2009 to June 30, 2010			
Program	Number of Clips	Audience	
Winter '09	227	127,207,946	
Media outlet	Topic	Audience	Market Region
Beaches Shorelines/Jacksonville.com	Mission House	19,232	Northeast
Beaches Leader/Ponte Vedra Leader 12/24/09	Mission House	9,500	Northeast
pontevedrarecorder.com 12/29/09	Mission House	N/A	Northeast
Ponte Vedra Recorder 12/31/09	Mission House	10,000	Northeast
SunHerald.com 1/26/10	New Grants to Improve Health of Floridians	98,168	Northwest
SOA World Magazine/in.sys-con.com 1/26/10	New Grants to Improve Health of Floridians	4,000	National
BioPortfolio.com 1/26/10	New Grants to Improve Health of Floridians	N/A	National
Earth Times 1/26/10	New Grants to Improve Health of Floridians	9,000	National
csrwire.com 1/26/10	New Grants to Improve Health of Floridians	N/A	National
The Medical News news-medical.net 1/27/10	New Grants to Improve Health of Floridians	N/A	National
News Cred 1/27/10	New Grants to Improve Health of Floridians	N/A	National
Web Newswire 1/27/10	New Grants to Improve Health of Floridians	N/A	National
AHIP Solutions SmartBrief	New Grants to Improve Health of Floridians	N/A	
Florida United Methodist News Service e-review 1/17/10	Helping Hands Clinic	N/A	Statewide
Tallahassee.com 1/30/10	TMH	180,065	Northwest
TheLedger.com - Lakeland, FL 1/30/10	LVIM	237,282	West Coast
BradentonSarasota.com 1/30/10	LVIM	N/A	West Coast
Capital Medical Society	We Care Dental Network	N/A	
Children's Volunteer Health Network	Mobile Dental Clinic	N/A	
Tallahassee Democrat 1-30-10	TMH	77,600	Northwest
WTVX-TV 2/1/10	TMH	N/A	Northwest
WCTV	TMH	N/A	Northwest
Tallahassee.com 2/2/10	TMH	180,065	Northwest
Tallahassee.com 2/4/10	TMH	180,065	Northwest
jacksonville.com 2/20/2010	Mission House	429,506	Northeast
News & Views	IMPACT Grant Announcement	6,000	Statewide
Florida Times Union 2/11/10	Mission House; Barnabus Center	251,000	Northeast
Jacksonville Business Journal 2/11/10	Mission House	10,000	Northeast
Financial News & Daily Record 2/16/10	IMPACT Grant Announcement	5,000	Northeast
WCTV 4/13/10	Woman to Woman	N/A	Northwest
News & Views 4-6-10	The Center for Health Equity	6,000	Statewide
PalmBeachPost.com 5/19/10	Caridad Center	612,263	Southern
Palm Beach Post 5-20-10	Caridad Center	245,000	Southern
News Leader 6-2-10	Barnabus Dental Clinic	11,000	Northeast
Sun-Sentinel.com/Boynton Forum 6/15/10	Caridad Center	1,116,200	Southern
Boynton Forum 6/23/10	Caridad Center	29,000	Southern
NPR.org June 2010	Caridad Center	N/A	National
The Release dated 1/26/10 entitled: New Grants to Improve Health of Floridians appeared on the following websites:			
AlphaTrade Finance	New Grants to Improve Health of Floridians	13,000	National
Atlanta Business Chronicle	New Grants to Improve Health of Floridians	123,000	National

<u>Austin Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Baltimore Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>BioAlabama.com</u>	New Grants to Improve Health of Floridians	28,000	National
<u>BioWorld Online</u>	New Grants to Improve Health of Floridians	28,000	National
<u>Birmingham Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Bizjournals.com, Inc.</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Boston Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business First of Buffalo</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business First of Columbus</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business First of Louisville</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business Journal of Greater Milwaukee</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business Journal of Phoenix</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business Journal of the Greater Triad Area</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Business Review (Albany)</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Charlotte Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Cincinnati Business Courier</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Dallas Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Dayton Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Denver Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>East Bay Business Times</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Forbes.com</u>	New Grants to Improve Health of Floridians	215,000	National
<u>Healthcare Industry Today</u>	New Grants to Improve Health of Floridians	6,000	National
<u>Hoover's</u>	New Grants to Improve Health of Floridians	64,000	National
<u>Houston Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Interest!ALERT</u>	New Grants to Improve Health of Floridians	N/A	National
<u>Jacksonville Business Journal</u>	New Grants to Improve Health of Floridians	123,000	Northeast FL
<u>KAIT ABC-8 (Jonesboro, AR)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>Kansas City Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>KATC ABC-3 (Lafayette, LA)</u>	New Grants to Improve Health of Floridians	13,000	National
<u>KAZT IND-7 (Phoenix/Prescott, AZ)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KCAU ABC-9 (Sioux City, IA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KCBA-TV FOX-35 (Salinas, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KCBD NBC-11 (Lubbock, TX)</u>	New Grants to Improve Health of Floridians	10,000	National
<u>KCOY CBS-12 (Santa Maria, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KDBC CBS-4 (El Paso, TX)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KESQ ABC-3 (Palm Desert, CA)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KFDA CBS-10 (Amarillo, TX)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KFJX-TV FOX-14 (Pittsburg, KS)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KFVE MyNetworkTV-5 (Honolulu, HI)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KFVS CBS-12 (Cape Girardeau, MO)</u>	New Grants to Improve Health of Floridians	10,000	National
<u>KGUN ABC-9 (Tucson, AZ)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KHQ-TV NBC-6 (Spokane, WA)</u>	New Grants to Improve Health of Floridians	10,000	National
<u>KIFI-TV ABC-8 (Idaho Falls, ID)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KION CBS-46 (Salinas, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KIVI-TV ABC-6 (Boise, ID)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KJCT-TV ABC-8 (Grand Junction, CO)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KKFX FOX-11 (Santa Maria, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KLFY CBS-10 (Lafayette, LA)</u>	New Grants to Improve Health of Floridians	7,000	National
<u>KLKN ABC-8 (Lincoln, NE)</u>	New Grants to Improve Health of Floridians	N/A	National

<u>KLTV ABC-7 (Tyler, TX)</u>	New Grants to Improve Health of Floridians	8,000	National
<u>KMEG-TV CBS-14 (Sioux City, IA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KMIR NBC-6 (Palm Desert, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KMPH-TV FOX-26 (Fresno, CA)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KMTV-TV CBS-3 (Omaha, NE)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KNDO-TV NBC-3 (Yakima, WA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KNDU-TV NBC (Kennewick, WA)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KNOE-TV CBS-8 (Monroe, LA)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KOAM-TV CBS-7 (Pittsburg, KS)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KOLD CBS-13 (Tucson, AZ)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KOTA ABC-3 (Rapid City, SD)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KOTV-TV CBS-6 (Tulsa, OK)</u>	New Grants to Improve Health of Floridians	14,000	National
<u>KPLC NBC-7 (Lake Charles-Lafayette, LA)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KPSP CBS-2 (Thousand Palms, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KPTH-TV FOX-44 (Dakota Dunes, SD)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KPTM-TV FOX-42 (Omaha, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KPVI-TV NBC-6 (Pocatello, ID)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KQCW CW-12/19 (Tulsa, OK)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KRDO-TV ABC-13 (Colorado Springs, CO)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KRHD-TV ABC-40 (Bryan-College Station, TX)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KRIS NBC-6 (Corpus Christi, TX)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KRNV CBS-4 (Reno, NV)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KSBY-TV NBC-6 (San Luis Obispo, CA)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KSCW-TV CW-33 (Wichita, KS)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KSLA CBS-12 (Shreveport, LA)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KSWO-TV ABC-7 (Lawton, OK)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KSWT-TV CBS-13 (Yuma, AZ)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTEN NBC-10 (Denison, TX)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTIV NBC-4 (Sioux City, IA)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KTNV-TV ABC-13 (Las Vegas, NV)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KTRE ABC-9 (Lufkin, TX)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KTRV-TV FOX-12 (Nampa, ID)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTTC NBC-10 (Rochester, MN)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTVN-TV CBS-2 (Reno, NV)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KTVZ-TV NBC-21 (Bend, OR)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KVBC NBC-3 (Las Vegas, NV)</u>	New Grants to Improve Health of Floridians	6,000	National
<u>KVIA ABC-7 (El Paso, TX)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KVOA NBC-4 (Tucson, AZ)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KWCH-TV CBS-12 (Wichita, KS)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KWES-TV NBC-9 (Midland, TX)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KWQC NBC-6 (Davenport, IA)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KWTV-TV CBS-9 (Oklahoma City, OK)</u>	New Grants to Improve Health of Floridians	8,000	National
<u>KXLT FOX-47 (Rochester, MN)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KXLY 920-AM (Spokane, WA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KXLY ABC (Spokane, WA)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KXVO-TV CW-15 (Omaha, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KXXV-TV ABC-25 (Waco, TX)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KYTX CBS-19 (Tyler, TX)</u>	New Grants to Improve Health of Floridians	N/A	National

<u>Los Angeles Business from bizjournals</u>	New Grants to Improve Health of Floridians	123,000	National
<u>MedicalDevices.org</u>	New Grants to Improve Health of Floridians	28,000	National
<u>Memphis Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Minneapolis / St. Paul Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Montana's News Station (Butte, MT)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>Nashville Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>NebraskaTV (Kearney, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>New Mexico Business Weekly</u>	New Grants to Improve Health of Floridians	123,000	National
<u>News Blaze</u>	New Grants to Improve Health of Floridians	7,000	National
<u>Orlando Business Journal</u>	New Grants to Improve Health of Floridians	123,000	Central FL
<u>Pacific Business News</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Philadelphia Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Pittsburgh Business Times</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Portland Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>PR Newswire</u>	New Grants to Improve Health of Floridians	28,000	National
<u>Puget Sound Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>Reuters</u>	New Grants to Improve Health of Floridians	282,000	National
<u>Sacramento Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>San Antonio Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>San Francisco Business Times</u>	New Grants to Improve Health of Floridians	123,000	National
<u>San Jose Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>South Florida Business Journal</u>	New Grants to Improve Health of Floridians	123,000	South FL
<u>St. Louis Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>SYS-CON Media</u>	New Grants to Improve Health of Floridians	4,000	National
<u>Tampa Bay Business Journal</u>	New Grants to Improve Health of Floridians	123,000	West FL
<u>TheStreet.com</u>	New Grants to Improve Health of Floridians	147,000	National
<u>Triangle Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>WAAY-TV ABC-31 (Huntsville, AL)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>WAFB CBS-9 (Baton Rouge, LA)</u>	New Grants to Improve Health of Floridians	14,000	National
<u>WAFF NBC-48 (Huntsville, AL)</u>	New Grants to Improve Health of Floridians	6,000	National
<u>WALB NBC-10 (Albany, GA)</u>	New Grants to Improve Health of Floridians	22,000	National
<u>WAND-TV NBC-17 (Decatur, IL)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>Washington Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>WAVE NBC-3 (Louisville, KY)</u>	New Grants to Improve Health of Floridians	10,000	National
<u>WBAY ABC-2 (Green Bay, WI)</u>	New Grants to Improve Health of Floridians	9,000	National
<u>WBCB-TV CW-21 (Youngstown, OH)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WBOC CBS-16 (Salisbury, MD)</u>	New Grants to Improve Health of Floridians	15,000	National
<u>WBTB CBS-3 (Charlotte, NC)</u>	New Grants to Improve Health of Floridians	6,000	National
<u>WCAX CBS-3 (Burlington, VT)</u>	New Grants to Improve Health of Floridians	9,000	National
<u>WCSC CBS-5 (Charleston, SC)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>WDAM NBC-7 (Hattiesburg-Laurel, MS)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WCWG-TV CW-20 (Greensboro, NC)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>WDBJ CBS-7 (Roanoke, VA)</u>	New Grants to Improve Health of Floridians	9,000	National
<u>WDRB FOX-41 (Louisville, KY)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>WECT NBC-6 (Wilmington, NC)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>WFFF-TV FOX-44 (Colchester, VT)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WFIE NBC-14 (Evansville, IN)</u>	New Grants to Improve Health of Floridians	6,000	National
<u>WFLX FOX-29 (West Palm Beach, FL)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WFMJ-TV NBC-21 (Youngstown, OH)</u>	New Grants to Improve Health of Floridians	2,000	National

<u>WFTX-TV FOX-4 (Cape Coral, FL)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>WFXG-TV FOX-54 (Augusta, GA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WGBA NBC-26 (Green Bay, WI)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WHBF CBS-4 (Rock Island, IL)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>Wichita Business Journal</u>	New Grants to Improve Health of Floridians	123,000	National
<u>WISTV NBC-10 (Columbia, SC)</u>	New Grants to Improve Health of Floridians	25,000	National
<u>WKBT-TV CBS-8 (La Crosse, WI)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>WKRN ABC-2 (Nashville, TN)</u>	New Grants to Improve Health of Floridians	8,000	National
<u>WLBT NBC-3 (Jackson, MS)</u>	New Grants to Improve Health of Floridians	10,000	National
<u>WLEX NBC-18 (Lexington, KY)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WLNS CBS-6 (Lansing, MI)</u>	New Grants to Improve Health of Floridians	6,000	National
<u>WLOX ABC-13 (Biloxi, MS)</u>	New Grants to Improve Health of Floridians	7,000	National
<u>WMBF NBC-32 (Myrtle Beach, SC)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>WMC NBC-5 (Memphis, TN)</u>	New Grants to Improve Health of Floridians	7,000	National
<u>WOI ABC-5 (West Des Moines, IA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WOIO CBS-19 (Cleveland, OH)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>WR Hambrecht & Co.</u>	New Grants to Improve Health of Floridians	17,000	National
<u>WRIC ABC-8 (Richmond, VA)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>WSFA NBC-12 (Montgomery, AL)</u>	New Grants to Improve Health of Floridians	10,000	National
<u>WSFX-TV FOX-26 (Wilmington, NC)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WSJV-TV FOX-28 (South Bend, IN)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>WTEN ABC-10 (Albany, NY)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>WTHR NBC-13 (Indianapolis, IN)</u>	New Grants to Improve Health of Floridians	16,000	National
<u>WTNZ FOX-43 (Knoxville, TN)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WTOG CBS-11 (Savannah, GA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WTOL CBS-11 (Toledo, OH)</u>	New Grants to Improve Health of Floridians	12,000	National
<u>WTVF-TV CBS-5 (Nashville, TN)</u>	New Grants to Improve Health of Floridians	20,000	National
<u>WTVM ABC-9 (Columbus, GA)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>WTXL ABC-27 (Midway, FL)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WUPV-TV CW-65 (Ashland, VA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WVIR-TV NBC-29 (Charlottesville, VA)</u>	New Grants to Improve Health of Floridians	12,000	National
<u>WVNY-TV ABC-22 (Colchester, VT)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WVVA NBC-6 (Bluefield, WV)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WWBT NBC-12 (Richmond, VA)</u>	New Grants to Improve Health of Floridians	7,000	National
<u>WWSB ABC-7 (Sarasota, FL)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WXIX FOX-19 (Cincinnati, OH)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>WXOW ABC-19 (La Crosse, WI)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>WXTX-TV FOX-54 (Columbus, GA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>WXVT-TV CBS-15 (Greenville, MS)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>Yahoo!</u>	New Grants to Improve Health of Floridians	58,433,000	National
<u>Yahoo! Canada</u>	New Grants to Improve Health of Floridians	58,433,000	National
From: October 2009			
To: June 2010			
Program	Number of Clips	Audience	
Embrace a Healthy Florida	25	2,032,301	
Media outlet	Topic	Audience	Market Region

jaxbusinessjournal.com	The Blue Foundation, Embrace a Healthy Florida and all the grantees	15,238	Statewide
Junior League of Jacksonville Fall 2009	Junior League Grant Recipient	N/A	Northeast
juniorleagueofjax.org 10/18/09	Junior League Grant Recipient	N/A	Northeast
Florida Philanthropic Network11/09	Childhood Obesity	N/A	Statewide
Mediscoop (St. Vincent's Newsletter) 11/09	St. Vincent's Mobile Health Outreach Ministry (MHOM) - Childhood Obesity		Northeast
Jacksonville.com/FL Times-Union 12/18	Junior League Grant Recipient	429,506	Northeast
Ponte Vedra Recorder 12/25/09	Childhood Obesity	10,000	Northeast
duval county public schools website 1/10	Brentwood Elementary Commit 2B Fit	N/A	Northeast
War on Poverty January E-News	BHC Miami/Opa-Locka	N/A	Southern
Jaguars.com	Childhood Obesity	N/A	Northeast
Health Planning Council of Northeast Florida	Childhood Obesity	N/A	Northeast
Gainesville.com 2/18/10	Healthy Vegetable cook-off/Health Smart Church Program	207,261	Northeast
Bridge Connections (The Bridge of N.E. FL Newsletter) March 2010	The Bridge Garden	N/A	Northeast
News & Views 3/1/10	Childhood Obesity	6,000	
maninoveralls.blogspot 3/1/10	Childhood Obesity	N/A	Northwest
Tallahassee Democrat 3/2/10	Childhood Obesity	76,551	Northwest
Tallahassee.com 3-2-10	Childhood Obesity	180,065	Northwest
Jacksonville.com 4/17/2010	Poverty; Obesity; Food Bank; Gardening	429,506	Northeast
Florida Times-Union 4/18/10	Poverty; Obesity; Food Bank; Gardening	117,416	Northeast
AARP Bulletin Today (online) 4/18/10	Poverty; Obesity; Food Bank; Gardening	N/A	National
	Healthy Jacksonville Childhood Obesity Prevention Coalition/2010 Children's Week Community Innovation Award		
News & Views 5-7-10		6,000	Statewide
San Marco Resident News 5/2010	Smart Growth Initiative	N/A	Northeast
Jacksonville.com 5-26-10	Springfield Community Garden	429,506	Northeast
Florida Times-Union	Springfield Community Garden	117,416	Northeast
	Healthy Jacksonville Childhood Obesity Prevention Coalition	N/A	Northeast
DuvalSchools.org 6/2010			
Jacksonville Business Journal 6-3-10	San Marco Preservation Society	7,836	Northeast

From: October 2010

To: June 30, 2010

Topic: Nursing White Paper/Partners Investing in Nursing

Number of Clips

69

Audience:
5,839,214

Media outlet

Topic

Audience

Market
Region

Interchange SECF Oct-Nov 2009

PIN

N/A

N/A

Interchange SECF

N/A

N/A

Nurse.com Newsletter 10-09

PIN

N/A

N/A

Daily Find 3/25/10

6,000

Statewide

Health Business Week 4/2/10

N/A

National

Nurse.com 4/5/10

N/A

National

Charting Nursing's Future-RWJ Foundation Publication

N/A

The Hill's - Healthwatch (Healthcare blog) 6-28-10

PIN

N/A National

The release entitled: "Experts Look at Simulation Uses and Potential for Nursing Education Programs in Florida" dated 3/17/2010 appeared on the following Web sites:

AOL DailyFinance		N/A	National
Arizona Republic		1,552,720	National
Atlanta Business Chronicle		117,002	National
Austin Business Journal		56,670	National
Baltimore Business Journal		54,724	National
Birmingham Business Journal		34,419	National
Bizjournals.com, Inc.		N/A	National
Boston Business Journal		130,158	National
Business First of Buffalo		51,798	National
Business First of Columbus		57,512	National
Business First of Louisville		45,163	National
Business Journal of Greater Milwaukee		89,625	National
Business Journal of Phoenix		93,875	National
Business Journal of the Greater Triad Area		29,981	National
Business Review (Albany)		N/A	National
Charlotte Business Journal		64,046	National
Cincinnati Business Courier		57,586	National
Dallas Business Journal		95,002	National
Dayton Business Journal		26,760	National
Denver Business Journal		125,703	National
Earth Times		N/A	National
East Bay Business Times		N/A	National
Healthcare Industry Today		N/A	National
Houston Business Journal		76,077	National
Interest!ALERT		8,080	National
Jacksonville Business Journal		100,000	Northeast
Kansas City Business Journal		88,359	National
Los Angeles Business from bizjournals		29,277	National
Mega News Network: Education		N/A	National
Mega News Network: Health		N/A	National
Memphis Business Journal		31,103	National
Miami Herald		1,325,630	National
Minneapolis / St. Paul Business Journal		72,997	National
Nashville Business Journal		30,946	National
New Mexico Business Weekly		32,298	National
Orlando Business Journal		100,000	Central
Pacific Business News		26,474	National
Philadelphia Business Journal		109,234	National
Pittsburgh Business Times		62,485	National
Portland Business Journal		43,318	National
Puget Sound Business Journal		88,522	National
Sacramento Business Journal		29,086	National
San Antonio Business Journal		49,705	National
San Francisco Business Times		121,680	National
San Jose Business Journal		131,016	National
St. Louis Business Journal		79,514	National
South Florida Business Journal		100,000	Southern
Tampa Bay Business Journal		69,075	National
Ticker Technologies		N/A	National

Triangle Business Journal		78,452	National
Washington Business Journal		101,546	National
Wichita Business Journal		30,885	National
Yahoo!		N/A	National
PR Newswire		N/A	National
Nurses.com		N/A	National

The release entitled: "Experts Look at Simulation Uses and Potential for Nursing Education Programs in Florida" dated 3/17/2010 appeared in the following journals:

Journal of Technology & Science 4/4/10		N/A	National
Journal of Technology 3/30/10		N/A	National
Technology News Focus 3/31/10		N/A	National
Technology Business Journal 3/30/10		N/A	National
Law & Health Weekly 4/3/10		N/A	National
Life Science Weekly 3/30		N/A	National
State & Local Health Law Weekly 4/1		N/A	National

From: October 2009

To: June 30, 2010

Program	Number of Clips	Audience	
Miscellaneous	54	3,137,061	

Media outlet	Topic	Audience	Region
Vision is Priceless Newsletter Fall 09	new vision clinic at Way Free Medical Clinic	1,000	
Vision is Priceless Newsletter Fall 09	Donor List	1,000	
JASMYN News Fall 2009	Grant Recipient	N/A	Northeast
Gainesville Sun 10-10-09	Helping Hands Clinic	34,910	Northeast
Quick Connections 10/13	Image Survey shows BCBSF tops in Florida	8,000	Statewide
Pompano Pelican 10/16/10	Kinship Cares Initiative	15,000	Southern
Jacksonville.com 10/16/09	JASMYN	555,440	Northeast
South Florida Business Journal 10/30	Corporate Giving	123,000	Southern
Florida Philanthropic Network	Sapphire Awards	N/A	Statewide
Pompano Pelican 1-15-10	Light of the World Clinic	11,000	Southern
<u>staugustine.com 01/17/10</u>	Wildflower Clinic	82,906	Northeast
The St. Augustine Record 1-17-10	Wildflower Clinic	18,048	Northeast
North River News Jan 28-Feb 3, 2010	Community Coalition on Homelessness	8,000	West Coast
Chronicle of Philanthropy 2/2010	Grants	81,070	National
National Prevention Information Network - cdcnpin.org 2/2010	CAP	N/A	National
The Villages Daily Sun 2/12/10	The Lazarus Free Clinic	40,763	West Coast
The Bradenton Herald 2/17/10	grant recipients	34,142	West Coast
Philanthropy News Digest	IMPACT	198,288	National
Florida United Methodist News Service 2/24/10	BF Partnerships with faith based organizations	N/A	Statewide
health in schools.org 2/25/10	Impact Health Care Grants	N/A	
Nonprofit Center of Northeast Florida	Impact Health Care	N/A	Northeast
Florida Philanthropic Network 3/2010	Impact Health Care	N/A	Statewide
Rollins Philanthropy & Nonprofit Leadership Center 3/2010	Grants	N/A	
Florida Philanthropic Network 3/2010	three new members	N/A	Statewide
National STD Conference in Atlanta 3/2010		N/A	
Florida Philanthropic Network 3/3/10	Susan Towler joins FPN Board	N/A	Statewide

Tallahassee Democrat 3/5/10	Sapphire - We Care Dental Network	76,551	Northwest
miamiherald.com	The Education Fund - CNI	1,325,630	Southern
Philanthropy News Digest 3/7/10	People in the News	198,288	
dBusinessNews 3/10/10	Healthy Workplace Awards	N/A	Statewide
Jacksonville Business Journal 3/12-18/10	Susan Towler joins FPN Board	7,836	Northeast
WMBB 13 ABC news 3/15/10	Just for Grins Mobile Dental Clinic	N/A	Northwest
Ann Storck Center 2009 Annual Report	Blue Foundation Sapphire Award	N/A	Southern
Florida Philanthropic Network 3/2010	Blue Foundation Sapphire Award	N/A	Statewide
Jacksonville Business Journal 3/22/10	2010-11 Board of Directors appointees	7,836	Northeast
Jacksonville Business Journal 3/25/10	2010-11 Board of Directors appointees	7,836	Northeast
Quick Connections 4/10	Blue Foundation Employee Review Team	6,000	Statewide
Philanthropy News Digest 4/25/10	Sapphire Awards		
Jacksonville Business Journal 4/29/10	Jared Skok	7,836	Northeast
News & Views 4/30/10	Community Coalition on Homlessness	6,000	Statewide
Florida Philanthropic Network-Members Memo	Sapphire Awards	N/A	Statewide
Kristi House Annual Report 2008-2009	TBF Donor/Grantor	N/A	
The Nonprofit Center of Northeast Florida	Sapphire Awards	N/A	Northeast
Helping Hands Clinic Newsletter Spring 2010	Women's Health Program funded by BF	N/A	Northeast
jointogether.org 5-7-10	Sapphire Awards	N/A	
Palm Beach Post 5-3-10	Health News Website	245,000	Southern
St. Augustine Record 5-19-10	Wildflower Clinic	17,481	Northeast
Florida Philanthropic Network/ fpnetwork.org 5/2010	The Blue Foundation	N/A	Statewide
News & Views 5/25/10	Camillus House	6,000	Statewide
News Leader 6/2/10	Barnabus Dental Clinic	12,200	Northeast
Florida Philanthropic Network/ fpnetwork.org 6/14/2010	Top 50 Florida Grantmakers List	N/A	Statewide
Hispanic Health Initiatives Program	Humanitarian Excellence Award	N/A	
University of Florida College of Medicine Insider/news.medinof.ufl.edu	Grant Recipient	N/A	Northeast
From: January 2010			
To: June 2010			
Program: Feeding America	Number of Clips	Audience	
Feeding America coverage	37	2,532,526	
Media outlet	Topic	Audience	Market Region
1/7/2010 - 1/22/2010			
WTLV Channel 12 - 11:00 p.m.1/07/10	2nd Harvest Food Bank of North Florida	N/A	Northeast
WJXT Channel 4 - 6:30 p.m. 1/07/10	2nd Harvest Food Bank of North Florida	N/A	Northeast
WAWS CBS/FOX 30 - 10:00 p.m.1/07/10	2nd Harvest Food Bank of North Florida	N/A	Northeast
WOKV-FM	2nd Harvest Food Bank of North Florida	N/A	Northeast
Jacksonville Business Journal 1/07/10	2nd Harvest Food Bank of North Florida	7,836	Northeast
Jacksonville.com 1/08/10	Second Harvest Food Bank of North Florida	555,440	Northeast
Florida Times-Union 1/08/10	Second Harvest Food Bank of North Florida	155,590	Northeast
news.moneycentral.msn.com/ 1/12/10	Second Harvest Food Bank of Central Florida	N/A	National
Orlando Business Journal 1/12/10	Second Harvest Food Bank of Central Florida	123,000	Central
Daily Find 1/13/10	Second Harvest Food Bank of Central Florida	6,000	Statewide
jacksonville .com 01/16/10	Second Harvest Food Bank of North Florida	555,440	Northeast
Florida Times-Union 1/16/10	Second Harvest Food Bank of North Florida	155,590	Northeast

The Jacksonville Business Journal 1/15-21/10	2nd Harvest Food Bank of North Florida	7,836	Northeast
pnj.com (Pensacola News Journal) 1/19/10	Bay Area Food Bank	122,159	Northwest
pnj.com (Pensacola News Journal) 1/20/10	Bay Area Food Bank	122,159	Northwest
pnj.com (Pensacola News Journal) 1/21/10	Bay Area Food Bank	122,159	Northwest
pnj.com (Pensacola News Journal) 1/22/10	Bay Area Food Bank	122,159	Northwest
News & Views (The Blue Foundation)	Second Harvest Food Bank of North Florida	N/A	Statewide
Charity Vault	Second Harvest Food Bank of Central Florida	N/A	National
Feedingsouthflorida.org	Feeding South Florida	N/A	South
2/14-2010 - 4/5/2010			
The Weekly Challenger 2-14-10	America's Second Harvest of Tampa Bay	4,641	West coast
Capitol Complex Events (dms.myflorida.com)	Feeding America	N/A	Statewide
Daily Find 2/15/10	Grant to Feeding America	6,000	Statewide
Florida Dept of Agruculture & Consumer Services	Feeding America	N/A	Statewide
WEAR-TV ABC Channel 2 Mobile/Pensacola 2/17	Florida's Food Banks	N/A	Northwest
WTLX-TV ABC Channel 27 Tallahassee/Thomasville 2/17; 5:30 am; 6:00 am; 5:00 pm;	Florida's Food Banks	N/A	Northwest
WCJB-TV ABC Channel 20/Gainesville	Florida's Food Banks	N/A	Northeast
Tampa Record 2-18-10	Florida's Food Banks	22,000	West coast
Bay Area Food Bank Newsletter (Second Helping) 2/2010	Bay Area Food Bank	N/A	Northwest
Tallahassee.com 2/20	Feeding America	180,065	Northwest
Tallahassee Democrat 2/21/10	Feeding America	76,551	Northwest
Tallahassee.com 2/21	Grant helps feed Florida families - Local Briefs	180,065	Northwest
The Donors Forum 2-10	Feeding America	N/A	Northeast
Bradenton.com 2/24/10	Second Harvest of Tampa Bay	N/A	West Coast
Jacksonville Business Journal March 12-18, 2010	Feeding America	7,836	Northeast
Southeast AG NET 4/5/10	Florida's Food Banks	N/A	Statewide
TOTAL		CLIPS 412	AUDIENCE 140,749,048

Summary			
From: December 2009			
To: June 30, 2010			
Program	Number of Clips	Audience	
Winter '09	227	127,207,946	
Media outlet	Topic	Audience	Market Region
Beaches Shorelines/Jacksonville.com	Mission House	19,232	Northeast
Beaches Leader/Ponte Vedra Leader 12/24/09	Mission House	9,500	Northeast
pontevedrarecorder.com 12/29/09	Mission House	N/A	Northeast
Ponte Vedra Recorder 12/31/09	Mission House	10,000	Northeast
SunHerald.com 1/26/10	New Grants to Improve Health of Floridians	98,168	Northwest
SOA World Magazine/in.sys-con.com 1/26/10	New Grants to Improve Health of Floridians	4,000	National
BioPortfolio.com 1/26/10	New Grants to Improve Health of Floridians	N/A	National
Earth Times 1/26/10	New Grants to Improve Health of Floridians	9,000	National
csrwire.com 1/26/10	New Grants to Improve Health of Floridians	N/A	National
The Medical News <i>news-medical.net</i> 1/27/10	New Grants to Improve Health of Floridians	N/A	National
News Cred 1/27/10	New Grants to Improve Health of Floridians	N/A	National
Web Newswire 1/27/10	New Grants to Improve Health of Floridians	N/A	National
AHIP Solutions SmartBrief	New Grants to Improve Health of Floridians	N/A	
Florida United Methodist News Service e-review 1/17/10	Helping Hands Clinic	N/A	Statewide
Tallahassee.com 1/30/10	TMH	180,065	Northwest
TheLedger.com - Lakeland, FL 1/30/10	LVIM	237,282	West Coast
BradentonSarasota.com 1/30/10	LVIM	N/A	West Coast
Capital Medical Society	We Care Dental Network	N/A	
Children's Volunteer Health Network	Mobile Dental Clinic	N/A	
Tallahassee Democrat 1-30-10	TMH	77,600	Northwest
WTVX-TV 2/1/10	TMH	N/A	Northwest
WCTV	TMH	N/A	Northwest
Tallahassee.com 2/2/10	TMH	180,065	Northwest
Tallahassee.com 2/4/10	TMH	180,065	Northwest
jacksonville.com 2/20/2010	Mission House	429,506	Northeast
News & Views	IMPACT Grant Announcement	6,000	Statewide
Florida Times Union 2/11/10	Mission House; Barnabus Center	251,000	Northeast
Jacksonville Business Journal 2/11/10	Mission House	10,000	Northeast
Financial News & Daily Record 2/16/10	IMPACT Grant Announcement	5,000	Northeast
WCTV 4/13/10	Woman to Woman	N/A	Northwest
News & Views 4-6-10	The Center for Health Equity	6,000	Statewide
PalmBeachPost.com 5/19/10	Caridad Center	612,263	Southern
Palm Beach Post 5-20-10	Caridad Center	245,000	Southern
News Leader 6-2-10	Barnabus Dental Clinic	11,000	Northeast
Sun-Sentinel.com/Boynton Forum 6/15/10	Caridad Center	1,116,200	Southern
Boynton Forum 6/23/10	Caridad Center	29,000	Southern
NPR.org	Caridad Center	N/A	National

<i>The Release dated 1/26/10 entitled: New Grants to Improve Health of Floridians appeared on the following websites:</i>			
AlphaTrade Finance	New Grants to Improve Health of Floridians	13,000	National
Atlanta Business Chronicle	New Grants to Improve Health of Floridians	123,000	National
Austin Business Journal	New Grants to Improve Health of Floridians	123,000	National
Baltimore Business Journal	New Grants to Improve Health of Floridians	123,000	National
BioAlabama.com	New Grants to Improve Health of Floridians	28,000	National
BioWorld Online	New Grants to Improve Health of Floridians	28,000	National
Birmingham Business Journal	New Grants to Improve Health of Floridians	123,000	National
Bizjournals.com, Inc.	New Grants to Improve Health of Floridians	123,000	National
Boston Business Journal	New Grants to Improve Health of Floridians	123,000	National
Business First of Buffalo	New Grants to Improve Health of Floridians	123,000	National
Business First of Columbus	New Grants to Improve Health of Floridians	123,000	National
Business First of Louisville	New Grants to Improve Health of Floridians	123,000	National
Business Journal of Greater Milwaukee	New Grants to Improve Health of Floridians	123,000	National
Business Journal of Phoenix	New Grants to Improve Health of Floridians	123,000	National
Business Journal of the Greater Triad Area	New Grants to Improve Health of Floridians	123,000	National
Business Review (Albany)	New Grants to Improve Health of Floridians	123,000	National
Charlotte Business Journal	New Grants to Improve Health of Floridians	123,000	National
Cincinnati Business Courier	New Grants to Improve Health of Floridians	123,000	National
Dallas Business Journal	New Grants to Improve Health of Floridians	123,000	National
Dayton Business Journal	New Grants to Improve Health of Floridians	123,000	National
Denver Business Journal	New Grants to Improve Health of Floridians	123,000	National
East Bay Business Times	New Grants to Improve Health of Floridians	123,000	National
Forbes.com	New Grants to Improve Health of Floridians	215,000	National
Healthcare Industry Today	New Grants to Improve Health of Floridians	6,000	National
Hoover's	New Grants to Improve Health of Floridians	64,000	National
Houston Business Journal	New Grants to Improve Health of Floridians	123,000	National
Interest!ALERT	New Grants to Improve Health of Floridians	N/A	National
Jacksonville Business Journal	New Grants to Improve Health of Floridians	123,000	Northeast FL
KAIT ABC-8 (Jonesboro, AR)	New Grants to Improve Health of Floridians	5,000	National
Kansas City Business Journal	New Grants to Improve Health of Floridians	123,000	National
KATC ABC-3 (Lafayette, LA)	New Grants to Improve Health of Floridians	13,000	National
KAZT IND-7 (Phoenix/Prescott, AZ)	New Grants to Improve Health of Floridians	N/A	National
KCAU ABC-9 (Sioux City, IA)	New Grants to Improve Health of Floridians	N/A	National
KCBA-TV FOX-35 (Salinas, CA)	New Grants to Improve Health of Floridians	N/A	National
KCBD NBC-11 (Lubbock, TX)	New Grants to Improve Health of Floridians	10,000	National
KCOY CBS-12 (Santa Maria, CA)	New Grants to Improve Health of Floridians	N/A	National
KDBC CBS-4 (El Paso, TX)	New Grants to Improve Health of Floridians	N/A	National
KESQ ABC-3 (Palm Desert, CA)	New Grants to Improve Health of Floridians	1,000	National
KFDA CBS-10 (Amarillo, TX)	New Grants to Improve Health of Floridians	2,000	National
KFJX-TV FOX-14 (Pittsburg, KS)	New Grants to Improve Health of Floridians	N/A	National
KFVE MyNetworkTV-5 (Honolulu, HI)	New Grants to Improve Health of Floridians	N/A	National
KFVS CBS-12 (Cape Girardeau, MO)	New Grants to Improve Health of Floridians	10,000	National
KGUN ABC-9 (Tucson, AZ)	New Grants to Improve Health of Floridians	1,000	National
KHQ-TV NBC-6 (Spokane, WA)	New Grants to Improve Health of Floridians	10,000	National

<u>KIFI-TV ABC-8 (Idaho Falls, ID)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KION CBS-46 (Salinas, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KIVI-TV ABC-6 (Boise, ID)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KJCT-TV ABC-8 (Grand Junction, CO)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KKFX FOX-11 (Santa Maria, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KLFY CBS-10 (Lafayette, LA)</u>	New Grants to Improve Health of Floridians	7,000	National
<u>KLKN ABC-8 (Lincoln, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KLTV ABC-7 (Tyler, TX)</u>	New Grants to Improve Health of Floridians	8,000	National
<u>KMEG-TV CBS-14 (Sioux City, IA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KMIR NBC-6 (Palm Desert, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KMPH-TV FOX-26 (Fresno, CA)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KMTV-TV CBS-3 (Omaha, NE)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KNDO-TV NBC-3 (Yakima, WA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KNDU-TV NBC (Kennewick, WA)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KNOE-TV CBS-8 (Monroe, LA)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KOAM-TV CBS-7 (Pittsburg, KS)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KOLD CBS-13 (Tucson, AZ)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KOTA ABC-3 (Rapid City, SD)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KOTV-TV CBS-6 (Tulsa, OK)</u>	New Grants to Improve Health of Floridians	14,000	National
<u>KPLC NBC-7 (Lake Charles-Lafayette, LA)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KPSP CBS-2 (Thousand Palms, CA)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KPTH-TV FOX-44 (Dakota Dunes, SD)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KPTM-TV FOX-42 (Omaha, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KPVI-TV NBC-6 (Pocatello, ID)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KQCW CW-12/19 (Tulsa, OK)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KRDO-TV ABC-13 (Colorado Springs, CO)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KRHD-TV ABC-40 (Bryan-College Station, TX)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KRIS NBC-6 (Corpus Christi, TX)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KRNV CBS-4 (Reno, NV)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KSBY-TV NBC-6 (San Luis Obispo, CA)</u>	New Grants to Improve Health of Floridians	2,000	National
<u>KSCW-TV CW-33 (Wichita, KS)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KSLA CBS-12 (Shreveport, LA)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KSWO-TV ABC-7 (Lawton, OK)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KSWT-TV CBS-13 (Yuma, AZ)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTEN NBC-10 (Denison, TX)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTIV NBC-4 (Sioux City, IA)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KTNV-TV ABC-13 (Las Vegas, NV)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KTRE ABC-9 (Lufkin, TX)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KTRV-TV FOX-12 (Nampa, ID)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTTC NBC-10 (Rochester, MN)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)</u>	New Grants to Improve Health of Floridians	N/A	National
<u>KTVN-TV CBS-2 (Reno, NV)</u>	New Grants to Improve Health of Floridians	1,000	National
<u>KTVZ-TV NBC-21 (Bend, OR)</u>	New Grants to Improve Health of Floridians	3,000	National
<u>KVBC NBC-3 (Las Vegas, NV)</u>	New Grants to Improve Health of Floridians	6,000	National
<u>KVIA ABC-7 (El Paso, TX)</u>	New Grants to Improve Health of Floridians	4,000	National
<u>KVOA NBC-4 (Tucson, AZ)</u>	New Grants to Improve Health of Floridians	5,000	National
<u>KWCH-TV CBS-12 (Wichita, KS)</u>	New Grants to Improve Health of Floridians	5,000	National

KWES-TV NBC-9 (Midland, TX)	New Grants to Improve Health of Floridians	N/A	National
KWQC NBC-6 (Davenport, IA)	New Grants to Improve Health of Floridians	4,000	National
KWTW-TV CBS-9 (Oklahoma City, OK)	New Grants to Improve Health of Floridians	8,000	National
KXLT FOX-47 (Rochester, MN)	New Grants to Improve Health of Floridians	N/A	National
KXLY 920-AM (Spokane, WA)	New Grants to Improve Health of Floridians	N/A	National
KXLY ABC (Spokane, WA)	New Grants to Improve Health of Floridians	4,000	National
KXVO-TV CW-15 (Omaha, NE)	New Grants to Improve Health of Floridians	N/A	National
KXXV-TV ABC-25 (Waco, TX)	New Grants to Improve Health of Floridians	2,000	National
KYTX CBS-19 (Tyler, TX)	New Grants to Improve Health of Floridians	N/A	National
Los Angeles Business from bizjournals	New Grants to Improve Health of Floridians	123,000	National
MedicalDevices.org	New Grants to Improve Health of Floridians	28,000	National
Memphis Business Journal	New Grants to Improve Health of Floridians	123,000	National
Minneapolis / St. Paul Business Journal	New Grants to Improve Health of Floridians	123,000	National
Montana's News Station (Butte, MT)	New Grants to Improve Health of Floridians	4,000	National
Nashville Business Journal	New Grants to Improve Health of Floridians	123,000	National
NebraskaTV (Kearney, NE)	New Grants to Improve Health of Floridians	N/A	National
New Mexico Business Weekly	New Grants to Improve Health of Floridians	123,000	National
News Blaze	New Grants to Improve Health of Floridians	7,000	National
Orlando Business Journal	New Grants to Improve Health of Floridians	123,000	Central FL
Pacific Business News	New Grants to Improve Health of Floridians	123,000	National
Philadelphia Business Journal	New Grants to Improve Health of Floridians	123,000	National
Pittsburgh Business Times	New Grants to Improve Health of Floridians	123,000	National
Portland Business Journal	New Grants to Improve Health of Floridians	123,000	National
PR Newswire	New Grants to Improve Health of Floridians	28,000	National
Puget Sound Business Journal	New Grants to Improve Health of Floridians	123,000	National
Reuters	New Grants to Improve Health of Floridians	282,000	National
Sacramento Business Journal	New Grants to Improve Health of Floridians	123,000	National
San Antonio Business Journal	New Grants to Improve Health of Floridians	123,000	National
San Francisco Business Times	New Grants to Improve Health of Floridians	123,000	National
San Jose Business Journal	New Grants to Improve Health of Floridians	123,000	National
South Florida Business Journal	New Grants to Improve Health of Floridians	123,000	South FL
St. Louis Business Journal	New Grants to Improve Health of Floridians	123,000	National
SYS-CON Media	New Grants to Improve Health of Floridians	4,000	National
Tampa Bay Business Journal	New Grants to Improve Health of Floridians	123,000	West FL
TheStreet.com	New Grants to Improve Health of Floridians	147,000	National
Triangle Business Journal	New Grants to Improve Health of Floridians	123,000	National
WAAY-TV ABC-31 (Huntsville, AL)	New Grants to Improve Health of Floridians	1,000	National
WAFB CBS-9 (Baton Rouge, LA)	New Grants to Improve Health of Floridians	14,000	National
WAFF NBC-48 (Huntsville, AL)	New Grants to Improve Health of Floridians	6,000	National
WALB NBC-10 (Albany, GA)	New Grants to Improve Health of Floridians	22,000	National
WAND-TV NBC-17 (Decatur, IL)	New Grants to Improve Health of Floridians	3,000	National
Washington Business Journal	New Grants to Improve Health of Floridians	123,000	National
WAVE NBC-3 (Louisville, KY)	New Grants to Improve Health of Floridians	10,000	National
WBAY ABC-2 (Green Bay, WI)	New Grants to Improve Health of Floridians	9,000	National
WBCB-TV CW-21 (Youngstown, OH)	New Grants to Improve Health of Floridians	N/A	National
WBOC CBS-16 (Salisbury, MD)	New Grants to Improve Health of Floridians	15,000	National
WBTW CBS-3 (Charlotte, NC)	New Grants to Improve Health of Floridians	6,000	National

WCAX CBS-3 (Burlington, VT)	New Grants to Improve Health of Floridians	9,000	National
WCSC CBS-5 (Charleston, SC)	New Grants to Improve Health of Floridians	2,000	National
WDAM NBC-7 (Hattiesburg-Laurel, MS)	New Grants to Improve Health of Floridians	N/A	National
WCWG-TV CW-20 (Greensboro, NC)	New Grants to Improve Health of Floridians	3,000	National
WDBJ CBS-7 (Roanoke, VA)	New Grants to Improve Health of Floridians	9,000	National
WDRB FOX-41 (Louisville, KY)	New Grants to Improve Health of Floridians	2,000	National
WECT NBC-6 (Wilmington, NC)	New Grants to Improve Health of Floridians	4,000	National
WFFF-TV FOX-44 (Colchester, VT)	New Grants to Improve Health of Floridians	N/A	National
WFIE NBC-14 (Evansville, IN)	New Grants to Improve Health of Floridians	6,000	National
WFLX FOX-29 (West Palm Beach, FL)	New Grants to Improve Health of Floridians	N/A	National
WFMJ-TV NBC-21 (Youngstown, OH)	New Grants to Improve Health of Floridians	2,000	National
WFTX-TV FOX-4 (Cape Coral, FL)	New Grants to Improve Health of Floridians	1,000	National
WFXG-TV FOX-54 (Augusta, GA)	New Grants to Improve Health of Floridians	N/A	National
WGBA NBC-26 (Green Bay, WI)	New Grants to Improve Health of Floridians	N/A	National
WHBF CBS-4 (Rock Island, IL)	New Grants to Improve Health of Floridians	N/A	National
Wichita Business Journal	New Grants to Improve Health of Floridians	123,000	National
WISTV NBC-10 (Columbia, SC)	New Grants to Improve Health of Floridians	25,000	National
WKBT-TV CBS-8 (La Crosse, WI)	New Grants to Improve Health of Floridians	3,000	National
WKRN ABC-2 (Nashville, TN)	New Grants to Improve Health of Floridians	8,000	National
WLBT NBC-3 (Jackson, MS)	New Grants to Improve Health of Floridians	10,000	National
WLEX NBC-18 (Lexington, KY)	New Grants to Improve Health of Floridians	N/A	National
WLNS CBS-6 (Lansing, MI)	New Grants to Improve Health of Floridians	6,000	National
WLOX ABC-13 (Biloxi, MS)	New Grants to Improve Health of Floridians	7,000	National
WMBF NBC-32 (Myrtle Beach, SC)	New Grants to Improve Health of Floridians	2,000	National
WMC NBC-5 (Memphis, TN)	New Grants to Improve Health of Floridians	7,000	National
WOI ABC-5 (West Des Moines, IA)	New Grants to Improve Health of Floridians	N/A	National
WOIO CBS-19 (Cleveland, OH)	New Grants to Improve Health of Floridians	1,000	National
WR Hambrecht & Co.	New Grants to Improve Health of Floridians	17,000	National
WRIC ABC-8 (Richmond, VA)	New Grants to Improve Health of Floridians	5,000	National
WSFA NBC-12 (Montgomery, AL)	New Grants to Improve Health of Floridians	10,000	National
WSFX-TV FOX-26 (Wilmington, NC)	New Grants to Improve Health of Floridians	N/A	National
WSJV-TV FOX-28 (South Bend, IN)	New Grants to Improve Health of Floridians	2,000	National
WTEN ABC-10 (Albany, NY)	New Grants to Improve Health of Floridians	3,000	National
WTHR NBC-13 (Indianapolis, IN)	New Grants to Improve Health of Floridians	16,000	National
WTNZ FOX-43 (Knoxville, TN)	New Grants to Improve Health of Floridians	N/A	National
WTOC CBS-11 (Savannah, GA)	New Grants to Improve Health of Floridians	N/A	National
WTOL CBS-11 (Toledo, OH)	New Grants to Improve Health of Floridians	12,000	National
WTVF-TV CBS-5 (Nashville, TN)	New Grants to Improve Health of Floridians	20,000	National
WTVM ABC-9 (Columbus, GA)	New Grants to Improve Health of Floridians	2,000	National
WTXL ABC-27 (Midway, FL)	New Grants to Improve Health of Floridians	N/A	National
WUPV-TV CW-65 (Ashland, VA)	New Grants to Improve Health of Floridians	N/A	National
WVIR-TV NBC-29 (Charlottesville, VA)	New Grants to Improve Health of Floridians	12,000	National
WVNY-TV ABC-22 (Colchester, VT)	New Grants to Improve Health of Floridians	N/A	National
WVVA NBC-6 (Bluefield, WV)	New Grants to Improve Health of Floridians	N/A	National
WWBT NBC-12 (Richmond, VA)	New Grants to Improve Health of Floridians	7,000	National
WWSB ABC-7 (Sarasota, FL)	New Grants to Improve Health of Floridians	N/A	National
WXIX FOX-19 (Cincinnati, OH)	New Grants to Improve Health of Floridians	4,000	National

WXOW ABC-19 (La Crosse, WI)	New Grants to Improve Health of Floridians	2,000	National
WXTX-TV FOX-54 (Columbus, GA)	New Grants to Improve Health of Floridians	N/A	National
WXVT-TV CBS-15 (Greenville, MS)	New Grants to Improve Health of Floridians	1,000	National
Yahoo!	New Grants to Improve Health of Floridians	58,433,000	National
Yahoo! Canada	New Grants to Improve Health of Floridians	58,433,000	National
	TOTAL	127,207,946	

The release entitled: *New Grants to Improve Health of Floridians* appeared on the following websites:

Release clear time: 01/26/2010 12:15

AlphaTrade Finance
Atlanta Business Chronicle
Austin Business Journal
Baltimore Business Journal
BioAlabama.com
BioWorld Online
Birmingham Business Journal
Bizjournals.com, Inc.
Boston Business Journal
Business First of Buffalo
Business First of Columbus
Business First of Louisville
Business Journal of Greater Milwaukee
Business Journal of Phoenix
Business Journal of the Greater Triad Area
Business Review (Albany)
Charlotte Business Journal
Cincinnati Business Courier
Dallas Business Journal
Dayton Business Journal
Denver Business Journal
Earth Times
East Bay Business Times
Forbes.com
Healthcare Industry Today
Hoover's
Houston Business Journal
Interest!ALERT
Jacksonville Business Journal
KAIT ABC-8 (Jonesboro, AR)
Kansas City Business Journal
KATC ABC-3 (Lafayette, LA)
KAZT IND-7 (Phoenix/Prescott, AZ)
KCAU ABC-9 (Sioux City, IA)
KCBA-TV FOX-35 (Salinas, CA)
KCBD NBC-11 (Lubbock, TX)
KCOY CBS-12 (Santa Maria, CA)
KDBC CBS-4 (El Paso, TX)
KESQ ABC-3 (Palm Desert, CA)
KFDA CBS-10 (Amarillo, TX)
KFJX-TV FOX-14 (Pittsburg, KS)
KFVE MyNetworkTV-5 (Honolulu, HI)
KFVS CBS-12 (Cape Girardeau, MO)
KGUN ABC-9 (Tucson, AZ)
KHQ-TV NBC-6 (Spokane, WA)
KIFI-TV ABC-8 (Idaho Falls, ID)
KION CBS-46 (Salinas, CA)
KIVI-TV ABC-6 (Boise, ID)
KJCT-TV ABC-8 (Grand Junction, CO)
KKFX FOX-11 (Santa Maria, CA)
KLFY CBS-10 (Lafayette, LA)
KLKN ABC-8 (Lincoln, NE)
KLTV ABC-7 (Tyler, TX)
KMEG-TV CBS-14 (Sioux City, IA)
KMIR NBC-6 (Palm Desert, CA)
KMPH-TV FOX-26 (Fresno, CA)
KMTV-TV CBS-3 (Omaha, NE)
KNDO-TV NBC-3 (Yakima, WA)
KNDU-TV NBC (Kennewick, WA)
KNOE-TV CBS-8 (Monroe, LA)
KOAM-TV CBS-7 (Pittsburg, KS)
KOLD CBS-13 (Tucson, AZ)
KOTA ABC-3 (Rapid City, SD)
KOTV-TV CBS-6 (Tulsa, OK)
KPLC NBC-7 (Lake Charles-Lafayette, LA)
KPSP CBS-2 (Thousand Palms, CA)
KPTH-TV FOX-44 (Dakota Dunes, SD)

KPTM-TV FOX-42 (Omaha, NE)
KPV1-TV NBC-6 (Pocatello, ID)
KQCW CW-12/19 (Tulsa, OK)
KRDO-TV ABC-13 (Colorado Springs, CO)
KRHD-TV ABC-40 (Bryan-College Station, TX)
KRIS NBC-6 (Corpus Christi, TX)
KRNV CBS-4 (Reno, NV)
KSBY-TV NBC-6 (San Luis Obispo, CA)
KSCW-TV CW-33 (Wichita, KS)
KSLA CBS-12 (Shreveport, LA)
KSWO-TV ABC-7 (Lawton, OK)
KSWT-TV CBS-13 (Yuma, AZ)
KTEN NBC-10 (Denison, TX)
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KTNV-TV ABC-13 (Las Vegas, NV)
KTRE ABC-9 (Lufkin, TX)
KTRV-TV FOX-12 (Nampa, ID)
KTTC NBC-10 (Rochester, MN)
KTVG-TV FOX-17 / KSNB-TV FOX-4 (Kearney, NE)
KTVN-TV CBS-2 (Reno, NV)
KTVZ-TV NBC-21 (Bend, OR)
KVBC NBC-3 (Las Vegas, NV)
KVIA ABC-7 (El Paso, TX)
KVOA NBC-4 (Tucson, AZ)
KWCH-TV CBS-12 (Wichita, KS)
KWES-TV NBC-9 (Midland, TX)
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KXVO-TV CW-15 (Omaha, NE)
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Los Angeles Business from bizjournals
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NebraskaTV (Kearney, NE)
New Mexico Business Weekly
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Orlando Business Journal
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Pittsburgh Business Times
Portland Business Journal
PR Newswire
Puget Sound Business Journal
Reuters
Sacramento Business Journal
San Antonio Business Journal
San Francisco Business Times
San Jose Business Journal
South Florida Business Journal
St. Louis Business Journal
SYS-CON Media
Tampa Bay Business Journal
TheStreet.com
Triangle Business Journal
WAAY-TV ABC-31 (Huntsville, AL)
WAFB CBS-9 (Baton Rouge, LA)
WAFF NBC-48 (Huntsville, AL)
WALB NBC-10 (Albany, GA)

WAND-TV NBC-17 (Decatur, IL)
Washington Business Journal
WAVE NBC-3 (Louisville, KY)
WBAY ABC-2 (Green Bay, WI)
WBCB-TV CW-21 (Youngstown, OH)
WBOC CBS-16 (Salisbury, MD)
WBTV CBS-3 (Charlotte, NC)
WCAX CBS-3 (Burlington, VT)
WCSC CBS-5 (Charleston, SC)
WDAM NBC-7 (Hattiesburg-Laurel, MS)
WCWG-TV CW-20 (Greensboro, NC)
WDBJ CBS-7 (Roanoke, VA)
WDRB FOX-41 (Louisville, KY)
WECT NBC-6 (Wilmington, NC)
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WFIE NBC-14 (Evansville, IN)
WFLX FOX-29 (West Palm Beach, FL)
WFMJ-TV NBC-21 (Youngstown, OH)
WFTX-TV FOX-4 (Cape Coral, FL)
WFXG-TV FOX-54 (Augusta, GA)
WGBA NBC-26 (Green Bay, WI)
WHBF CBS-4 (Rock Island, IL)
Wichita Business Journal
WISTV NBC-10 (Columbia, SC)
WKBT-TV CBS-8 (La Crosse, WI)
WKRN ABC-2 (Nashville, TN)
WLBT NBC-3 (Jackson, MS)
WLEX NBC-18 (Lexington, KY)
WLNS CBS-6 (Lansing, MI)
WLOX ABC-13 (Biloxi, MS)
WMBF NBC-32 (Myrtle Beach, SC)
WMC NBC-5 (Memphis, TN)
WOI ABC-5 (West Des Moines, IA)
WOIO CBS-19 (Cleveland, OH)
WR Hambrecht & Co.
WRIC ABC-8 (Richmond, VA)
WSFA NBC-12 (Montgomery, AL)
WSFX-TV FOX-26 (Wilmington, NC)
WSJV-TV FOX-28 (South Bend, IN)
WTEN ABC-10 (Albany, NY)
WTHR NBC-13 (Indianapolis, IN)
WTNZ FOX-43 (Knoxville, TN)
WTOG CBS-11 (Savannah, GA)
WTOL CBS-11 (Toledo, OH)
WTVF-TV CBS-5 (Nashville, TN)
WTVM ABC-9 (Columbus, GA)
WTXL ABC-27 (Midway, FL)
WUPV-TV CW-65 (Ashland, VA)
WVIR-TV NBC-29 (Charlottesville, VA)
WVNY-TV ABC-22 (Colchester, VT)
WVVA NBC-6 (Bluefield, WV)
WWBT NBC-12 (Richmond, VA)
WWSB ABC-7 (Sarasota, FL)
WXIX FOX-19 (Cincinnati, OH)
WXOW ABC-19 (La Crosse, WI)
WXTX-TV FOX-54 (Columbus, GA)
WXVT-TV CBS-15 (Greenville, MS)
Yahoo!
Yahoo! Canada



NPR.org
June 2010

\$75,000 grant to help Caridad Center move to digitized records

1 month ago

The Blue Foundation for a Healthy [Florida](#) is looking for two substantial impacts to come out of its \$75,000 grant to the Caridad Center in West Boynton that provides medical care to low-income residents. The Blue Foundation is a disparate philanthropic

(This links to complete article in the Sun Sentinel)

<http://topics.npr.org/search?q=caridad>

Boynton Forum
June 23, 2010

Grant to help Caridad move to digitized records

MIKE ROTHMAN MKROTHMAN@TRIBUNE.COM

The Blue Foundation for a Healthy Florida is looking for two substantial impacts to come out of its \$75,000 grant to the Caridad Center in West Boynton that provides medical care to low-income residents.

The Blue Foundation is a disparate philanthropic effort of Blue Cross and Blue Shield of Florida and its Improving Access to Healthcare program attempts to help uninsured and underserved patients.

Jared Skok, the foundation's grants manager, said out of 95 applicants for grants the year Caridad was chosen, 10 were selected and that in those few, the Caridad was simply a "cut above."

"The Blue Foundation was started in 2001 and this program is our flagship," he said.

Skok said the two large impacts his benefactor is looking for out of the grant are improved efficiency and quality for the free center at 8645 Boynton Beach Blvd.

Caridad's executive director, Barbara Vilaseca, said the funds would be used to transition the clinic from paper to electronic health records.

With efficiency, the digitized records

**continues
on 4**

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from 1**

should make everything more automated to help the free clinic see more patients. With quality, the new records system can reduce any medical or diagnosis errors. The center deals with re-

cords of more than 7,000 people in its care each year.

Vilaseca said last year the clinic saw 24,400 patient visits compared to 22,000 the year before, and that she expects the number to increase once again. Bottom line, she said

the clinic is exploding at the seams and needs increased efficiency.

"We save the taxpayers money by keeping the uninsured out of emergency rooms," she said.

The center already is using components of the Quantum Group

and Palm Beach Medical College's digitized records but is waiting for an upgrade before completely moving to the new system.

"With the digital records, we can chart progress and see what the past doctor did," she said. "When they finish

tweaking the upgrades, they are going to come in and help train the staff and doctors."

Patients can be up to 200 percent below federal poverty level.

"We are just like a little engine that keeps seeing more and more people in need of our

services," Vilaseca said.

For information on the Blue Foundation, visit www.bluefoundationfl.com.

For information about the Caridad Center, visit www.caridadcenter.org or call 561-737-6336.

Boynton Forum

Latest updates from your community. Also covering West Boynton.



June 15, 2010

> For more Palm Beach County news, please [click here](#).

Caridad Center seeking efficiency and quality out of \$75,000 grant

> Posted by Admin on June 15, 2010 at 9:35 AM

The Blue Foundation for a Healthy Florida is looking for two substantial impacts to come out of its \$75,000 grant to the Caridad Center, 8645 Boynton Beach Blvd.

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With efficiency, the digitized records should make everything more automated to help the free clinic see more patients. With quality, the new records system can reduce any medical or diagnosis errors. The Caridad deals with records of more than 7,000 people in its care each year.

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Patients of Caridad can be up to 200 percent below Federal Poverty Level.

"We are just like a little engine that keeps seeing more and more people in need of our services," Vilaseca said.

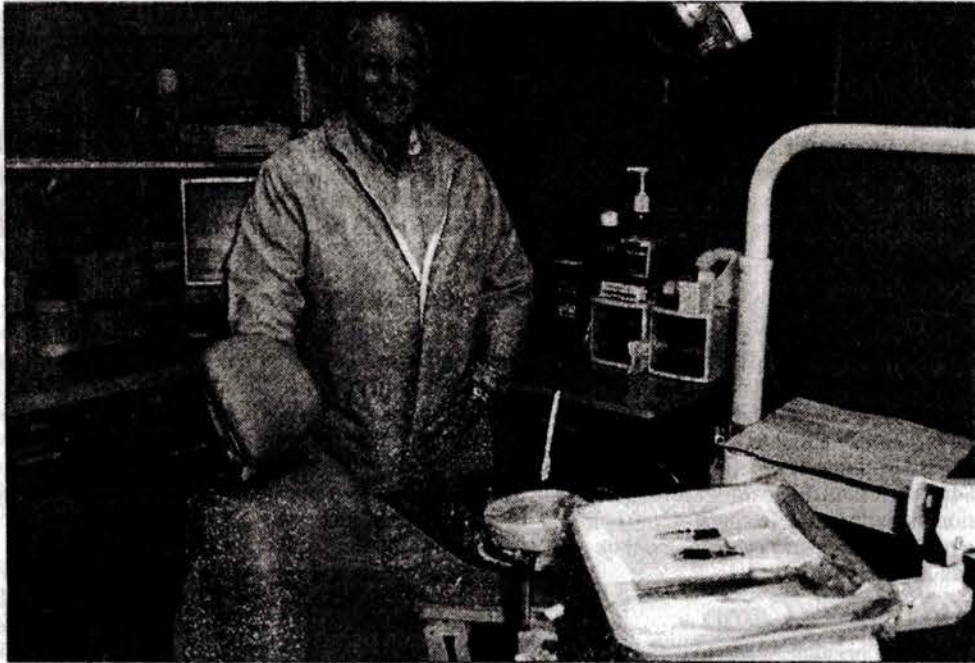
For information on the Blue Foundation, visit www.bluefoundationfl.com.

For information about the Caridad, call 561-737-6336.

TrackBack URL for this entry:

<http://blogs.trb.com/cgi-bin/mt/mt-t.cgi/19780>

News Leader
June 2, 2010



SUBMITTED

New dental chair

Dr. Daniel Thomas, primary dentist for the Barnabas Dental Clinic, shows off the newly installed dental chair purchased as part of grant provided by the Blue Foundation for a Healthy Florida to provide additional access to dental care. The low-cost adult dental clinic is at 1886 South 14th St. and serves those who are experiencing financial hardship because of job cutbacks or unemployment. Call 261-9988 for information.

The Palm Beach Post

May 20, 2010

Caridad receives \$75,000 to digitize health records

A foundation grant will enable the nonprofit clinic that serves the poor to make the switch.

By STACEY SINGER
Palm Beach Post Staff Writer

Converting from paper health records to electronic ones is complex for any doctor's office.

The Caridad Center works with 30 volunteer dentists, 100 physicians, and more than 7,000 patients at its clinic west of Boynton Beach each year. As a result, the complexity of converting to a digital record is magnified, said Carmen Nieves, clinic director.

"Most e-records are for doctors who do one type of thing, like an orthopedist's practice," Nieves said. "We're more of a poly-clinic."

A \$75,000 grant from the Blue Foundation for a Healthy Florida will help Caridad adapt the PWeR electronic record system donated by Wellington-based Quantum Group to Caridad's needs, she said.

Once fully implemented, the system will handle scheduling, medical records, lab results, and even help patients with chronic disease be treated optimally, she said. The grant will enable doctors to be trained



Nieves

on the new system, and help Caridad finish the roll-out.

Caridad serves anyone who is unable to get health coverage, and that often includes immigrants, documented or not.

"A child with an infection is a child with an infection," said Barbara Vilaseca, executive director of the nonprofit. "We don't ask."

But lack of documents can present a problem for verifying medical identity. The electronic medical record system will soon have an identification system that will enable patients' records to be called up by placing their finger on a biometric reader, she said.

"The patient will put their finger down and it will call up their records," she said.

"The system won't store any fingerprints, just a mathematical formula generated by the fingerprint."

●stacey_singer@pbpost.com



May 19, 2010

Caridad Center receives \$75,000 to digitize health records

By STACEY SINGER

Palm Beach Post Staff Writer

Posted: 6:08 p.m. Wednesday, May 19, 2010

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<http://www.palmbeachpost.com/health/caridad-center-receives-75-000-to-digitize-health-697760.html>

April 6, 2010

More access to free medical care for Gadsden County women

African-American women in Gadsden County have increased access to free medical services thanks to a new partnership between [The Blue Foundation for a Healthy Florida](#) and [The Center for Health Equity](#). The partnership and \$66,000 grant from The Blue Foundation enables a social worker, registered nurse and nutritionist to reach out to uninsured women of child-bearing ages to ensure they are healthy prior to becoming pregnant.



According to Maurine Jones, Ph.D., CEO and executive director of The Center for Health Equity, most infant deaths are caused by prematurity associated with poor health before pregnancy. Jones also noted that the infant mortality rate among African-Americans in Gadsden County is up to four times greater than Caucasians living in the area.

To reduce this disparity, representatives from The Center for Health Equity will visit health fairs, satellite medical offices and households to conduct nutrition assessments and screen for hypertension, diabetes, depression and other common illnesses that may impact a woman's health. They also will link women to the Federal Healthy Start Project and help them find a nearby medical home where they can receive follow-up testing and regular primary care.

"The Center for Health Equity's track record of reducing health disparities is remarkable," said Susan Towler, vice president, The Blue Foundation. "We are proud to be a partner in helping them improve the health of community members who are most at-risk for going without care."

Article Date: 4/12/2010 | Created By: Wright, Mark | Category: Community | [Permalink](#) | [Email this Post](#) | [Comments \(1\)](#)

Comments

Re: More Access to Free Medical Care for Gadsden Women

This is an Awesome investment.....I'm a proud employee of this BCBSFL organization BC does so much for all our communities and I just want to say Thanks again, from the bottom of my heart.

[Shephard, Tangie](#) at 4/12/2010

April 6, 2010



April 13, 2010

Search Wednesday April 14, 2010 10:15 AM Home Make Us Your Home As Seen on WCTV WCTV2

TALLAHASSEE-THOMASVILLE-VALDOSTA

WCTV-TV

EYE ON THE FORECAST
A nice start to Thursday morning with clear skies, then mostly sunny, warm, dry and just a bit breezy on the afternoon.
High: WED PM 83 Low: WED AM 55

A Few Clouds
Temp: 71.0 F (21.7 C)
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Tallahassee Regional Airport, FL

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Back to News

Updated: 6:15 PM Apr 13, 2010

Gadsden County Prenatal Support Program Gets Grant

For many women across the state, it's difficult to get the prenatal care they need, but a new grant is helping a Gadsden County's program designed to help women during their pregnancies expand.

Posted: 6:01 PM Apr 13, 2010
Reporter: Stephanie Salvatore
Email Address: stephanie.salvatore@wctv.tv

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Posted: 6:01 PM Apr 13, 2010

Reporter: Stephanie Salvatore

Email Address: stephanie.salvatore@wctv.tv

Quintina Williams works as an administrative assistant at the center for health equity, a place she once sought for help. Their Gadsden Woman to Woman program helped her get prenatal care and gave counseling during her pregnancies. "It's a support system, it's networking and that's important when you are a single mother, especially with children- young children- and don't really have anybody to confide in, it's a good thing being in this program because they have great support systems," says Quintina.

A new grant from the Blue Foundation for a Health Florida will expand the program so they can expand their services and help more women in Gadsden County.

"In this county and really nationally, minority women have 2 to 4 times the rate of infant mortality and that is that their babies die before their first birthdays, and so our program is focused on trying to assure that a woman is actually healthy before she gets pregnant," says Maurine Jones, CEO and Executive Director for the Center for Health Equity.

The Woman to Woman program has a social worker, nurse and nutritionist that go out into homes to ensure women are getting the proper care they need.

Quintina found that talking with other moms in the groups was especially helpful.

"The good thing about having children and being in a program like this is that they have other women that have children so they don't need to feel alone."

The Gadsden Woman to Woman program is in association with the federal Healthy Start Initiative.

The Center is open Monday to Friday from 8:30 AM to 5:30 PM. To contact them, call 850-875-4959.

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Find this article at:

<http://www.wctv.tv/news/headlines/90784844.html>

Financial News & Daily Record
February 16, 2010

NONPROFIT NEWS

Highlighting Jacksonville's Philanthropic Community

from staff

As our community continues to face a tight economy and shrinking budgets, the Daily Record has established this page that will each week chronicle the efforts of local nonprofit organizations. Bailey Publishing & Communications invites all members of the local nonprofit community to submit news, announcements, success stories and any other information they feel would be of interest to our readers. E-mail to: nonprofit-news@baileypub.com.

We also encourage our readers to become more aware of the needs of these worthy organizations as they try to continue to provide valuable services with reduced resources.

Blue Foundation awards 11 organizations

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), has presented grants to 11 Florida nonprofits, including one local agency, that improve the health of in-need Floridians across the state. The grants are part of The Blue Foundation's biannual IMPACT Health Care (Improving Access to Health Care) grants program.

Recipients, grant totals and program areas funded are:

- Barnabas Center, \$40,797 for dental equipment and increased access to a dental clinic in Nassau County.
- Bridgeway Center, \$77,569 for primary medical care for people involved with Bridgeway Center's mental health program in Okaloosa County.
- Caridad Center, \$75,000 for implementation of electronic health record enhancement equipment for uninsured of Palm Beach County.

- Center for Health Equity, \$66,000 for medical screenings and education for preconceptual African American woman living in Gadsden County.

- Dade County Dental Research Clinic "Community Smiles," \$100,000 for laboratory and dental supplies, educational materials and staff for a dental clinic serving in-need residents of Miami-Dade County.

- Good Samaritan Health Clinic of Pasco, \$30,000 for continued free medical and dental care for uninsured and under served residents of Pasco County.

- Haitian American Association Against Cancer, \$50,000 for breast and cervical cancer education and screenings for Haitian women living in Miami-Dade County.

- Lakeland Volunteers In Medicine, \$100,000 for comprehensive dental care for in-need residents of Polk County.

- Mission House, \$48,000 for continued medical care for homeless people residing in Atlantic, Neptune and Jacksonville beaches.

- Shepherd's Hope, \$100,000 to hire a care coordinator to organize a network of volunteers to provide specialty medical care for uninsured residents of Seminole County.

- Tallahassee Memorial Health-Care Foundation, \$75,305 for a portable ultrasound unit and partial physician compensation to improve prenatal care among rural areas of Gadsden, Jefferson, Madison, Taylor and Wakulla counties.

"With unemployment rates in Florida more than 11 percent, the futures of many Floridians are uncertain," said Susan Towler, vice president of The Blue Foundation for a Healthy Florida.

"Thanks to the hard work and dedication of these organizations, the people of Florida have access to health care. The Blue Foundation for a Healthy Florida is truly proud to be a partner."

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida. The Blue Foundation for a Healthy Florida and its parent are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida visit www.bluefoundationfl.com.

Jacksonville Business Journal

February 11, 2010

The **Blue Foundation for a Healthy Florida**, the philanthropic affiliate of **Blue Cross and Blue Shield of Florida Inc.**, presented a \$48,000 grant to **Mission House** in Jacksonville Beach for its program of providing medical care for the homeless. The grant was part of The Blue Foundation's biannual IMPACT (Improving Access to Health Care) grants program.

Florida Times-Union
February 11, 2010

GOOD NEWS

SANDY STRICKLAND & MARY MARAGHY

■ The Blue Foundation for a Healthy Florida, a philanthropic affiliate of Blue Cross and Blue Shield of Florida,

GOOD NEWS continues on B-2

Good News

Continued from B-1

is giving grants to 11 Florida nonprofits aimed at improving the health of low-income Floridians. In Jacksonville, the Barnabas Center received \$40,797 for dental equipment and increased access to dental clinics in Nassau County. Also, the Mission House got \$48,000 to continue providing medical care for homeless people in Atlantic, Neptune and Jacksonville beaches.

News & Views

February 2010

New grants to improve health of Floridians

The Blue Foundation for a Healthy Florida is announcing grants to 11 Florida nonprofits that improve the health of in-need Floridians across the state. The grants are part of The Blue Foundation's biannual IMPACT Health Care (Improving Access to Health Care) grants program.

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"With unemployment rates in Florida more than 11 percent, the futures of many Floridians are uncertain," said **Susan Towler**, vice president, The Blue Foundation for a Healthy Florida.

"Thanks to the hard work and dedication of these organizations, the people of Florida have access to health care. The Blue Foundation is truly proud to be a partner."

Through strategic philanthropy, The Blue Foundation supports community-based solutions that address the health care needs of Floridians.

Article Date: 1/29/2010 | Created By: Wright, Mark

Jacksonville.com / The Florida Times-Union
February 20, 2010

Here's more good news:

- The Blue Foundation for a Healthy Florida, a philanthropic affiliate of Blue Cross and Blue Shield of Florida, is giving grants to 11 Florida nonprofits aimed at improving the health of low-income Floridians. In Jacksonville, the Barnabas Center received \$40,797 for dental equipment and increased access to dental clinics in Nassau County. Also, the Mission House got \$48,000 to continue providing medical care for homeless people in Atlantic, Neptune and Jacksonville beaches.



Tallahassee Democrat / Tallahassee.com

February 4, 2010

Letters to the Editor

Grant for prenatal care is good news

Congratulations to Tallahassee Memorial HealthCare Foundation on receipt of a \$75,000 grant from the Blue Foundation for a Healthy Florida. The funds will be used to increase access to adequate prenatal care for women in Gadsden, Jefferson, Madison, Taylor and Wakulla counties. Physicians will be able to spend more time with patients in these rural counties, and new technology will be provided.

In 2008, our region had an infant mortality rate of 9.0/1,000 live births compared with the state rate of 7.2/1,000 live births. Our African-American babies had a rate of 12.7/1,000 live births, while the white rate was 5.6/1,000. Clearly, we must all work to reverse these dismal statistics.

Infant mortality is a sentinel event in the life of a community. If your babies are dying, your community is not healthy. TMH's efforts to bring more prenatal care to our area should set the standard as we strive to have all babies born healthy and entering school ready to learn. We challenge you to join local efforts to reduce the number of babies dying.

ANN DAVIS

Executive director

Capital Area Healthy Start Coalition

ann@capitalareahealthystart.org

DONNA HAGAN

Executive director

Healthy Start Coalition of Jefferson, Madison and Taylor Counties

dhagan@healthystartjmt.org

<http://www.tallahassee.com/article/20100204/OPINION02/2040302/1006/opinion/Letters-to-the-Editor>

February 2, 2010

Grant to help fund prenatal care

TMH gets \$75,305 from Blue Foundation for a Healthy Florida

By Iricka Berlinger
DEMOCRAT STAFF WRITER

Expecting mothers in Gadsden, Jefferson, Madison and Taylor counties will be able to receive the prenatal care they need through a new grant awarded to Tallahassee Memorial HealthCare.

The grant, worth \$75,305, was awarded to the organization by the Blue Foundation for a Healthy Florida to go toward its Family Medicine Residency Improved Pregnancy Outcomes Clinics. The extra money will allow the program, which operates out of each county's health department, to increase physician hours and technology to better serve patients. TMH was one of hundreds of applicants competing for the grant and one of 11 recipients.

Dr. Lisa Jernigan, a physician with the traveling clinic, has seen the need firsthand to help pregnant women in Tallahassee's outlying counties. She said money, transportation, jobs and family commitments keep women from making the 70 mile or more drive to Tallahassee for care.

"Years ago we realized women in the rural counties were just not coming in for help, so we decided to go to them," Jernigan said.

Jernigan and a team of other doctors spend half-days a few times a week visiting each county on a rotating schedule. The funds will expand physician availability by at least one-half day weekly. With the larger presence in the counties, the clinic expects to serve 1,200 mothers over the next year.

"Tallahassee Memorial HealthCare's efforts in increasing access to prenatal services is vital to improving the overall health of mothers and babies in our community," said Susan Towler, vice president of the Blue Foundation.

Doctors give women the checkups and education they need for their pregnancy and set up arrangements for them to give birth in the Tallahassee hospital.



February 1, 2010

Prenatal Care in Six Counties Expands Thanks to New Grant

Prenatal care is important for every expectant mother, but many women in rural counties don't even have access to an ultrasound. A new grant announced Monday is going to make it easier for women in six counties to stay in their own community for prenatal checkups, something that many women take for granted.

Reporter: Stephanie Salvatore

Email Address: stephanie.salvatore@wctv.tv



Expectant moms in six counties won't have to travel very far to get the prenatal care they need.

Thanks to a grant from the Blue Foundation for a Healthy Florida to the Tallahassee Memorial Healthcare Foundation, more than 75,000 dollars will go towards the clinics in Gadsden, Jefferson, Madison, Taylor and Wakulla counties.

The money will go towards purchasing a portable ultrasound machine, and extending hours for the clinics, from a half day a week to a full day.

"We were very fortunate to be in a position where we could help TMH Foundation continue its great services and also expand them," says Jared Skok, grants manager for The Blue Foundation for a Healthy Florida.

Those working with the foundation say it's not that the women don't want to go to get an ultrasound, many times they can't.

"They don't have the transportation, the types of hourly jobs they have they can't get off of work without losing income so this is a true blessing to these women in these communities," explains Paula Fortunas, president and CEO of the Tallahassee Memorial Healthcare Foundation.

The physician who works in these clinics says the earlier expectant moms get prenatal care the better.

"Many many many times we catch problems before they become big problems when we can address them, be ready, help the woman through the rest of her pregnancy," says Dr. Lisa Jernigan.

New mom Monisha Hall agrees.

"It's very important. That's why I have a healthy baby girl because I went to my appointments like I was supposed to and took my vitamins."

Prenatal care has been offered in these counties for more than 20 years but the clinics were only open a half day a week.

With the increased hours, the clinics expect to serve 1200 expectant mothers in the first year.

Find this article at:

<http://www.wctv.tv/news/headlines/83289107.html>

February 1, 2010

New grant allows better access to prenatal care

Expectant mothers in five big bend counties now have better access to prenatal care thanks to a new grant. More than 75,000 dollars will now go towards providing prenatal care for women living in Gadsden, Jefferson, Madison, Taylor and Wakulla counties.

The Blue and Tallahassee Memorial Healthcare foundations helped to raise the money for the grant. The money will provide those counties with a portable ultrasound machine and more physician services at clinics and county health departments.

Expectant mothers who go without prenatal care are five times more likely to have babies that die than mothers who receive it. The women who will most benefit from this grant are uninsured and live in areas where hospitals are more than 70 miles away and transportation is unavailable.



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Tallahassee Democrat
January 30, 2010

Tallahassee Democrat, Saturday, January 30, 2010, Leon, Daily, Circulation: 77,600

OUR OPINION

A boost for babies

TMH to advance war on infant mortality

Like proud parents-to-be who appreciate surprise, members of the Tallahassee Memorial HealthCare Foundation and the Blue Foundation for a Healthy Florida have an announcement to make. But you'll have to wait until the delivery date, er, news conference, to get of the details.

Until Monday at 1 p.m., when the details are revealed, our community can take heart in knowing that local medical efforts to prevent infant mortality have gained more ground. Through the use of a \$75,000-plus grant from the Blue Foundation for a Healthy Florida (the philanthropic arm of health insurer Blue Cross/Blue Shield), women in Gadsden, Jefferson, Madison, Taylor and Wakulla counties will have increased access to

adequate prenatal care.

"The early care is what we really need," said Dr. Sonia McMealis, at the Jefferson County Health Department. In support of encouraging women to seek care in their first trimester, Ms. McMealis expressed enthusiasm that the grant would allow a visiting physician to spend more time with expectant moms.

Dr. Lisa Jernigan, a faculty member with the Tallahassee Memorial Family Medicine Residency Program, will now be able to commit one day each week (rather than a half day) to providing prenatal care in these underserved counties. Additionally, women in these counties will benefit from the use of a portable ultrasound machine that will help Ms. Jernigan make her rounds at the local health departments.

The stakeholders in this partnership are already proud of the record of service that the Family Medicine Residency program at TMH has provided for more than 25 years, and which this continues.

"Dr. Jernigan is a beloved physician, she has earned respect, and the service will be welcome," said Paula Fortunas, president and CEO of Tallahassee Memorial HealthCare Foundation. "High-quality prenatal care is what decreases prenatal morbidity and mortality," she said.

In this area, where rates of infant mortality and low birth weight births have remained persistently high, especially among African-Americans, the grant and resources it can provide are good news for moms-to-be throughout the Big Bend.



What's Inside



The Children's Volunteer Health Network **Times**

Volume X

Winter 2010

**Grins Keep Getting
Bigger Aboard the
Mobile Dental Clinic**

**Blue Foundation
Awards CVHN \$25,000**

**5th Annual
Hurricane Party
is Great Success**

**A Note from our
Founder**

Cottages for Kids

Drug Card



The Grins Keep Getting Bigger Aboard the Mobile Dental Clinic

**It's hard to believe that
2010 is already here.**

As the **"Just for Grins"** Mobile Dental Clinic Program begins a new year we are looking forward to the addition of a Restorative Program which has been made possible by a very generous grant from the Blue Foundation for a Healthy Florida. We would like to welcome Dr. Bob Ward and Gretchen Blair as they join us in providing much needed restorative dental care to qualifying elementary school children in Walton County. Dr. Bob Ward was one of the first dentists to volunteer to perform dental exams for the **"Just for Grins"** program when it began in September of 2008. He is a retired dentist and lives in the Santa Rosa Beach area. Gretchen recently moved to the Emerald Coast from Texas and has worked as a Certified Dental Assistant in a pediatric practice for over 25 years. This program will provide restorative work for children who qualify and are in the greatest need for treatment. Aboard the Mobile Dental Clinic, patients will continue to receive preventative care as well.



With the assistance of dedicated volunteers and contributions from community members, CVHN's bus has performed more than 1000 cleanings to date! **And that number grows every day!**

To learn more about the Mobile Dental Clinic, volunteer opportunities, and what the bus is doing to change the lives of Walton County children, contact CVHN today!

Children's Volunteer Health Network, Inc. is a 501(c)(3) faith-based, nonprofit organization.

Our Mission: We seek to enhance the lives of uninsured and underinsured school-aged children by facilitating free immediate access to medical, dental, vision and mental health care.

Capital Medical Society

Mission: To promote the practice of medicine for the ultimate benefit of the patient

January 2010

What's New...

We Care Dental Network Receives Award from The Blue Foundation

By Karen Wendland

At a luncheon meeting in Orlando on December 4, 2009, The Blue Foundation awarded our We Care Dental Network an "Honorable Mention" award that carried with it a \$25,000 cash award. This is a tremendous tribute to our local dentists who have taken their program and over the past year developed it into an award-winning program. This award recognizes the We Care Dental Network as among the state's best nonprofits addressing access to healthcare.

This is the second year in a row, The Blue Foundation has given an award to our We Care Network, which is indeed an honor.

Dr. Walt Colón, Chair of our Dental Advisory Committee and Ashley Crowley, our Dental Program Coordinator were there to accept the award on behalf of the CMS Foundation. Both Mrs. Crowley and Dr. Colón made excellent comments, when accepting the award for us. I was also in attendance, along with Rosemary Evans, Program Coordinator, Shannon Dent, CMS Marketing Assistant and Dr. Ed Zapert, Dental Director for the Leon County Health Department.

These comments, video from the awards luncheon and a custom made video about the We Care Dental Network are available at The Blue Foundation website. Go to: <http://www.bcbsfl.com>.

The Blue Foundation sent out a press release to run in the Tallahassee media.

We need to thank Ashley Crowley, who joined the We Care staff in October 2008. Her first year on the job was monumental, working with local dentists to strengthen their charitable program with more aggressive recruiting and retention strategies. I know the Leon County Dental Association has developed a tremendous amount of respect for Ashley for her ability to organize them and their efforts to develop their program. She has done a great job!

Dr. Jay Walton and Dr. Walt Colón wrote beautiful nominations for the Sapphire Award from the dentists' perspective. Dr. Ken Brummel-Smith wrote a beautiful nomination from the perspective of physicians who refer to the We Care Dental Network. All three nominations focused on the impressive collaboration that is going on between the dentist and physicians communities here in Tallahassee. The Selection Committee for the Sapphire Award must have been impressed too!

Thank you to Dr. Colón, Dr. Walton and Dr. Brummel-Smith for writing the nominations. Dr. Walton is past president of the Florida Dental Health Foundation and serves on our CMS Foundation Board of Directors.

Dr. Colón chairs our Dental Advisory Committee, one of the committees of the CMS Foundation. Dr. Brummel-Smith is a long-time member of our Access to Care Committee and has a keen eye on the local access to care issues.



At the Sapphire Awards Ceremony (l-r) Walter Colon, DMC; Edward Zapert, DMD; Karen Wendland; Rosemary Evans and Shannon Dent, Capital Medical Society Foundation's We Care Network; (seated) Alina Perez-Stable, Chair, The Sapphire Award Selection Committee; Ashley Crowley, Program Coordinator for the We Care Dental Network and Randy Kammer, President, Board of Directors, The Blue Foundation for a Healthy Florida.



Walter Colón, D.M.D., a volunteer dentist with the We Care Dental Network, performing implant therapy on a patient.



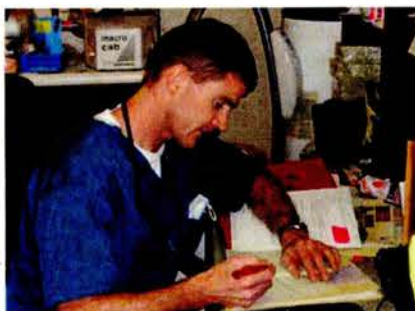
Richard Bastian, D.D.S., a volunteer dentist with the We Care Dental Network, performing a dental exam with his dental assistant.



Stephen Bryan, D.M.D., a volunteer dentist with the We Care Dental Network, examines a patient.



Ed Zapert, D.M.D., a volunteer dentist with the We Care Dental Network, with the Leon County Health Department Center for Dental Care and Prevention, explains a patient's x-ray to a dental assistant.



Jim McSoley, D.M.D., a volunteer dentist with the We Care Dental Network.

But most of all we need to salute the dentists who volunteer in the We Care Dental Network. Since its inception, the dental network has grown from its original 13 volunteer dentists to 52 volunteer dentists, representing half of the dentists in practice in Tallahassee and the surrounding area. The dentists represent all the sub-specialties of dental care. The We Care Dental Network has provided \$525,122 in donated dental care. We also need to thank Dr. Eric Amundson at Affordable Dentures and Dr. William McFatter at Beachton Denture Clinic who donate dentures to the program.

We want to give special thanks and recognition to the Dental Advisory Committee and the Executive Committee of the Leon County Dental Association. Without their support and leadership, the award and the on-going success of the We Care Dental Network would not be possible.

Thank you to the CMS Foundation Board Members, for their support and confidence in your staff, that we could pull this off and make you proud!

Congratulations to all of us!

Dental Advisory Committee

Walt Colón, D.M.D., Chair
Darrh Bryant, D.M.D.
E. Lynn McLarty, D.D.S.
Jim McSoley, D.M.D.
Lawrence Pijut, D.M.D.
James Sykes, D.M.D.
Susan Byrne, D.M.D.
Frank Swerdzewski, D.D.S.
James Walton, D.D.S.
Lawrence Weaver, D.D.S.
Ed Zapert, D.M.D.
Avon Doll, M.D.
Charles Mathews, M.D.

Executive Committee Leon County Dental Association

Joe Barnett, D.D.S., President
Jim McSoley, D.M.D., Vice-president
Susan Byrne, D.M.D., Treasurer
Tyler Baldock, D.D.S., MS, Member-at-large

Thank you to the Dentists who volunteer in the We Care Dental Network:

Eric Amundson, D.D.S.
Steven Aspros, D.M.D.
William Baldock, D.D.S.
Joseph Barnett, D.M.D.
Mark Barrera, D.D.S.
Robert H. Barr, D.M.D.
Richard Bastian, D.D.S.
Glen Beck, D.M.D.
Marci Beck, D.M.D.
John Bidwell, D.D.S.
Steven Bryan, D.M.D.
Darrh Bryant, D.M.D.
Heather Burch, D.D.S.
Susan Byrne, D.M.D.
Kenneth Carey, D.D.S.
Francis Chip Chaney, D.D.S.
Richard Chichetti, D.M.D.
Walter Colón, D.M.D.
Marion Cooper, D.M.D.
Jim Davis, D.M.D.
John Dozier, D.M.D.
Douglas Evans, D.M.D.
Michael Hartley, D.M.D.
Jeff Jones, D.M.D.
Katherine Kotz, D.D.S.

Douglas Loveless, D.D.S.
Susanne Lumpp, D.M.D.
Ashok Manocha, D.D.S.
Viraj Manocha, D.M.D.
William McFatter, D.D.S.
James McGee, D.M.D.
Edwin McLarty, D.D.S.
Gary McManama, D.D.S.
Mark McQuary, D.D.S.
Jim McSoley, D.M.D.
Ralph Montalvo, D.M.D.
Robert Murrell, D.M.D.
Lawrence Pijut, D.M.D.
Russell Rainey, D.M.D.
William Shaner, D.D.S.
Stanley Sheppard, D.D.S.
Steve Silvers, D.M.D.
Frank Swerdzewski, D.D.S.
Bennie Thompkins, D.M.D.
Neil Torgerson, D.M.D.
Leonard Tolley, D.D.S.
Quill Turk, D.D.S.
Neal Waldman, D.D.S.
James Walton, D.D.S.
Lawrence Weaver, D.D.S.
Eve James-Wilson D.M.D.
Ed Zapert, D.M.D.

These are the comments Ashley Crowley, Dental Program Coordinator, made at the Sapphire Awards luncheon when she accepted the award on behalf of the We Care Dental Network:

First, I would like to thank The Blue Foundation for hosting such a wonderful event that recognizes the positive impact we are all having on Florida's at risk populations. Our program has really evolved in the past year and we could not have done that without the leadership and guidance of our Executive Director, Karen Wendland and the CMS Foundation Board of Directors. My colleagues at the We Care Network have been great! They provided the much needed support and flexibility as we have grown. Most importantly, I would like to thank our volunteer dentists, especially Dr. Walter Colón, Dr. Ed Zapert, and those dentists who serve on the Dental Advisory Committee. They give so much of their time, as do all of our volunteers. Our program could not exist without them. This award really validates how far we have come as a program. I am so proud to be a part of the We Care Dental Network. Thank you again.

[Read the Blue Foundation for a Healthy Florida News Release](#)

BradentonSarasota.com
January 30, 2010

LVIM Gets \$100,000 Grant for Dentistry

<http://us.rd.yahoo.com> –

By ROBIN WILLIAMS ADAMS THE LEDGER LAKELAND | Lakeland Volunteers in Medicine has won a \$100,000 grant from The Blue Foundation for a Healthy Florida to enhance its dental program for the uninsured.

[Read »](#)

Links to Ledger.com article

http://bradentonsarasota.com/LocalNews/LVIM_Gets_100_000_Grant_for_Dentistry/related_links



The Ledger – Lakeland, FL
January 30, 2010

LVIM Gets \$100,000 Grant for Dentistry

Help should ease load for "overwhelmed" volunteers.

By [Robin Williams Adams](#)

THE LEDGER

Published: Saturday, January 30, 2010 at 10:22 p.m.

Last Modified: Saturday, January 30, 2010 at 10:22 p.m.

LAKELAND | Lakeland Volunteers in Medicine has won a \$100,000 grant from The Blue Foundation for a Healthy Florida to enhance its dental program for the uninsured.

LVIM currently has a part-time dental director, Dr. Stephen Young. He and Maxine Stilwell, his dental assistant, treat patients at LVIM two days a week. There are 30 to 35 patient visits each week.

"We hope to hire somebody like a dental assistant to help out because they are overwhelmed," said Claudia Jordan, LVIM's development coordinator.

In addition to dental care given at LVIM, a few Polk dentists see patients that LVIM refers to their offices if those patients' needs are greater than nonprofit LVIM can provide. Dr. Gregory Scott, a past president of the Polk County Dental Association, continues recruiting volunteer dentists.

The LVIM grant announced Tuesday will be given over a two-year period. It is one of 11 awarded to nonprofit organizations statewide by The Blue Foundation. The foundation is the philanthropic affiliate of Blue Cross and Blue Shield of Florida. These grants are part of its Improving Access to Health Care grants program.

"Dental care is becoming one of the needs we're noticing more and more," said Mark Wright, spokesman for the foundation and Blue Cross.

Lack of dental care can lead to other problems, including severe infections, he said.

This is the largest single grant the foundation has given LVIM, although extension of a previous grant for women's health made that total slightly larger.

The Blue Foundation has awarded \$363,214, including this new grant, to LVIM over a several-year period.

Its first grant to LVIM, \$74,445, was for lab and X-ray equipment. A \$68,892 two-year grant went toward its women's health clinic. Winning a Sapphire award brought LVIM \$75,000 for medical care for the underserved. A \$44,877 extension of the women's health grant was awarded last year.

LVIM isn't the only nonprofit granted foundation help for dental care this year. The Blue Foundation is giving \$100,000 for a dental clinic serving needy residents of Miami-Dade County, among other gifts.

[Robin Williams Adams can be reached at robin.adams@theledger.com or 863-802-7558. Read her blog at robinsrx.blogs.theledger.com.]

This story appeared in print on page B1

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<http://www.theledger.com/article/20100130/NEWS/1305034/1064/YOURTOWN20?p=2&tc=pg>

January 30, 2010

Our Opinion: A boost for babies

TMH to advance war on infant mortality

Like proud parents-to-be who appreciate surprise, members of the Tallahassee Memorial HealthCare Foundation and the Blue Foundation for a Healthy Florida have an announcement to make. But you'll have to wait until the delivery date, er, press conference, to get of the details.

Until Monday at 1 p.m., when the details are revealed, our community can take heart in knowing that local medical efforts to prevent infant mortality have gained more ground. Through the use of a \$75,000+ grant from the Blue Foundation for a Healthy Florida (the philanthropic arm of health insurer Blue Cross/Blue Shield), women in Gadsden, Jefferson, Madison, Taylor and Wakulla counties will have increased access to adequate prenatal care.

"The early care is what we really need," said Dr. Sonia McMealis, at the Jefferson County Health Department. In support of encouraging women to seek care in their first trimester, Ms. McMealis expressed enthusiasm that the grant would allow a visiting physician to spend more time with expectant moms.

Dr. Lisa Jernigan, a faculty member with the Tallahassee Memorial Family Medicine Residency Program, will now be able to commit one day each week (rather than a half day) to providing prenatal care in these underserved counties. Additionally, women in these counties will benefit from the use of a portable ultrasound machine that will help Ms. Jernigan make her rounds at the local health departments.

The stakeholders in this partnership are already proud of the record of service that the Family Medicine Residency program at TMH has provided for more than 25 years, and which this continues.

"Dr. Jernigan is a beloved physician, she has earned respect, and the service will be welcome," said Paula Fortunas, president and CEO of Tallahassee Memorial HealthCare Foundation. "High-quality prenatal care is what decreases prenatal morbidity and mortality," she said.

In this area, where rates of infant mortality and low birth weight births have remained persistently high, especially among African-Americans, the grant and resources it can provide are good news for moms-to-be throughout the Big Bend.

January 17, 2010

Churches go beyond debating health care reform

By Jenna De Marco | Jan. 17, 2010 {1124}

So many more' need health care

The nonprofit Helping Hands Clinic — housed on the campus of First United Methodist Church in Gainesville — offers free health services to the community's homeless population.

During the recession, the clinic's patient load has increased, director Randy Stacey said.

"We used to see three or four new (patients per clinic), and we're running eight or nine new ones a night," Stacey said. "And one night we had 11. ... Every new one you bring in is potentially a return patient. There's so many more people out there who need care."

On Monday evenings, the clinic provides medical, social and psychiatric care; acupuncture; prescription drug assistance; and community referrals for men and women. And the recent addition of a women's health program on Thursdays has grown in attendance and assistance during the past 18 months. The focus is on health education and preventive services. A three-year, \$99,000 grant from the Blue Foundation for a Healthy Florida Inc. enabled the expansion, Stacey said.

Each week, 25 to 30 homeless women visit a nearby church building — Selle Hall — to shower, change clothes, get hygiene items, watch movies, eat a home-cooked meal or just relax. Clients call the collection of services "the spa" for its comforting atmosphere, Stacey said.

Through that involvement, the women are gradually getting connected to more specific clinical services, now offered on Thursdays, including nursing assistance, acupuncture treatments and mental health care by psychiatrists. "(We) bring them in with what they want, and eventually help them get what they need," Stacey said.

Stacey hopes to recruit new doctors and nurse practitioners who can further develop the medical care on Thursdays and supplement the Monday night efforts.

"The whole key to the whole thing is volunteers, and we probably have about 60 active ones," Stacey said. "The key is the medical providers, and we can always use more."

Zenta Gomez, the clinic's volunteer coordinator, was drawn to Helping Hands because of her interest in social issues. Most of the clinic's clients have been homeless less than one year, she said.

"I always think it's important that people understand how similar everyone is to each other. ... We have women sitting in our program that have college degrees or were professionals in the past," Gomez said. "If you have the opportunity to get to know a homeless person, then you should."

Helping Hands program assistant Martha Duffy plans to go to medical school next year. In the meantime, her mission is to continue working with the underserved homeless community — a job she finds rewarding.

Duffy recalled being affected recently by an experience with a client who is the same age as she is. When the clinic celebrated its clients' August birthdays by singing to this woman, Duffy noticed the woman's face radiated joy.

"That was a really good moment for me," she said.



Brendan Shortley, administrative backup for Helping Hands Clinic, checks a patient's blood pressure. Photo courtesy of Helping Hands Clinic. Photo #10-1368.

January 27, 2010

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▪ [The Blue Foundation for a Healthy Florida: New Grants to Improve Health of Floridians](#)

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New Grants to Improve Health of Floridians

JACKSONVILLE, Fla., Jan. 26 /PRNewswire/ -- [The Blue Foundation for a Healthy Florida](#), the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), is announcing grants to 11 Florida nonprofits that improve the health of in-need Floridians across the state. The grants are part of The Blue Foundation's biannual IMPACT Health Care (Improving Access to Health Care) grants program.

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Through strategic philanthropy, The Blue Foundation supports community-based solutions that address the health care needs of Floridians.

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SOURCE The Blue Foundation for a Healthy Florida

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January 27, 2010

New Grants to Improve Health of Floridians

Submitted by editor on January 27, 2010 - 14:30

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NewsCred
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<http://breakingnews.newscred.com/articles/37e412d8af0916542163b5280b6e8cf2/new-grants-to-improve-health-of-floridians>



THE MEDICAL NEWS

from News-Medical.Net - Latest Medical News and Research from Around the World

January 27, 2010

Blue Foundation announces grants to improve Florida's healthcare system

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SOURCE The Blue Foundation for a Healthy Florida

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<http://www.news-medical.net/news/20100127/Blue-Foundation-announces-grants-to-improve-Floridians-healthcare-system.aspx>

January 26, 2010

New Grants to Improve Health of Floridians

Submitted by: Blue Foundation for a Healthy Florida, The

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For more information, please contact:

[Mark S. Wright](#)

Phone: +1-904-905-6935

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http://www.csrwire.com/press/press_release/28730-New-Grants-to-Improve-Health-of-Floridians

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SOURCE The Blue Foundation for a Healthy Florida



January 26, 2010

The Blue Foundation for a Healthy Florida New Grants to Improve Health of Floridians

Tuesday 26th of January 2010 12:15

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SOURCE The Blue Foundation for a Healthy Florida <http://www.bioportfolio.com/news/New-Grants-to-Improve-Health-of.html>

New Grants to Improve Health of Floridians

JACKSONVILLE, Fla., Jan. 26 /PRNewswire/ -- [The Blue Foundation for a Healthy Florida](#), the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), is announcing grants to 11 Florida nonprofits that improve the health of in-need Floridians across the state. The grants are part of The Blue Foundation's biannual IMPACT Health Care (Improving Access to Health Care) grants program.

Recipients, grant totals and program areas funded are:

- **Barnabas Center** -- \$40,797 -- dental equipment and increased access to dental clinic in Nassau County.
- **Bridgeway Center** -- \$77,569 -- primary medical care for people involved with Bridgeway Center's mental health program in Okaloosa County.
- **Caridad Center** -- \$75,000 -- implementation of electronic health record enhancement equipment for uninsured of Palm Beach County.
- **Center for Health Equity** -- \$66,000 -- medical screenings and education for preconceptual African American woman living in Gadsden County.
- **Dade County Dental Research Clinic - Community Smiles** -- \$100,000 -- lab and dental supplies; educational materials and staff for a dental clinic serving in-need residents of Miami-Dade County.
- **Good Samaritan Health Clinic of Pasco** -- \$30,000 -- continued free medical and dental care for uninsured and underserved residents of Pasco County.
- **Haitian American Association Against Cancer** -- \$50,000 -- breast and cervical cancer education and screenings for Haitian women living in Miami-Dade County.
- **Lakeland Volunteers In Medicine** -- \$100,000 -- comprehensive dental care for in-need residents of Polk County.
- **Mission House** -- \$48,000 -- continued medical care for homeless people residing in Atlantic, Neptune and Jacksonville beaches.
- **Shepherd's Hope** -- \$100,000 -- care coordinator to organize a network of volunteers that provides specialty medical care for uninsured residents of Seminole County.
- **Tallahassee Memorial HealthCare Foundation** -- \$75,305 -- portable ultrasound and partial physician compensation to improve prenatal care among rural areas of Gadsden, Jefferson, Madison, Taylor and Wakulla counties.

"With unemployment rates in Florida more than 11 percent, the futures of many Floridians are uncertain," said Susan Towler, vice president, The Blue Foundation for a Healthy Florida. "Thanks to the hard work and dedication of these organizations, the people of Florida have access to health care. The Blue Foundation for a Healthy Florida is truly proud to be a partner."

Through strategic philanthropy, The Blue Foundation supports community-based solutions that address the health care needs of Floridians.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its Web site at www.bluefoundationfl.com.

SOURCE The Blue Foundation for a Healthy Florida

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<http://in.sys-con.com/node/1261008>

January 26, 2010

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SOURCE The Blue Foundation for a Healthy Florida

<http://www.sunherald.com/prnewswire/story/1897366.html>

Despite cutbacks, help for homeless in Beaches to continue

Special

Despite financial cutbacks and a record demand for services the Beaches' homeless and in-need residents can still count on free medical care from an organization they have been counting on for nearly 12 years.

Located in Jacksonville Beach, Mission House lends a helping hand to the homeless and people 200 percent below Federal Poverty Guidelines.

In addition to hot showers, substantial meals and job placement assistance, a new partnership with The Blue Foundation for a Healthy Florida enables the Mission House Clinic to continue treating diabetes, epilepsy, high blood pressure, heart disease, infections, skin cancer, spider bites and other traumas that result from living on the street.

"Years of hard, outside living, poor nutrition, physical abuse, trauma induced diseases, broken family ties, substance abuse and little to no medical care leave many homeless men and women unable to make a transition back to a stable life," said Jan Flager, executive director of Mission House. "Support from The Blue Foundation enables Mission House to provide proactive medical care for residents of the community who might otherwise go without care, thus allowing them to regain the strength it takes to live productive, happy and healthy lives."

The partnership and \$48,000 grant provide antibiotic creams, surgical kits, testing strips, medicines and other medical supplies that volunteer medical professionals can use to treat an average of 165 patients

each month.

"Organizations like Mission House are truly life savers," said Susan Towler, vice president of The Blue Foundation. "Without Mission House, many men and women would go without medical care or to the emergency room when their conditions became extremely debilitating."

Mission House is an independent, non-denominational, non-profit outreach center dedicated to helping the needy and poor throughout the Beaches by ministering to their material, physical and spiritual needs both through in-house and referral

services. Whenever possible, those served are helped to develop an independent, constructive, self-reliant and fulfilling life. For more information, call 241-6767 or visit www.missionhousejax.org

Dedicated to making a constructive contribution to the health and well-being of all Floridians, especially the uninsured and underserved, The Blue Foundation for a Healthy Florida is a philanthropic affiliate of Blue Cross and Blue Shield of Florida. For more information on The Blue Foundation for a Healthy Florida, visit www.bluefoundationfl.com

PONTE VEDRA Recorder

Pontevedrarecorder.com

December 29, 2009

Despite cutbacks Mission House still provides services

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http://www.pontevedrarecorder.com/content/1637_1.php

Mission House clinic secures grant

by JENNIFER KNOECHEL
STAFF WRITER

A new partnership and \$48,000 grant will allow Mission House in Jacksonville Beach to continue to provide free medical care to homeless and in-need residents at the Beaches. The partnership is with Blue Foundation for a Healthy Florida, a separate philanthropic affiliate of Blue Cross and Blue Shield of Florida.

"Years of hard, outside living, poor nutrition, physical abuse, trauma-induced diseases, broken family ties, substance abuse and little to no medical care leave many homeless men and women unable to make a transition back to a stable life," said Jan Flager, executive director for Mission House. "Support from The Blue Foundation enables Mission House to provide proactive medical

care for residents of the community who might otherwise go without care, thus allowing them to regain the strength it takes to live productive, happy and healthy lives."

The partnership and grant provide antibiotic creams, surgical kits, testing strips, medicines and other medical supplies that volunteer medical professionals can use to treat an average of 165 patients each month. Patients are seen on a first come, first serve basis. No appointments are made. Referral to specialists, lab work, and imaging are made through the We Care Referral System. Mission House clinic hours of operation are Tuesday 5 p.m. to 7 p.m. (doors open at 4 p.m., doctors begin seeing patients at 5 p.m.) and Saturday 9 a.m. to 11:30 a.m. (doors open at

8:45 a.m., doctors begin seeing patients at 9 a.m.).

Mission House is an independent, non-denominational, non-profit outreach center dedicated to helping the needy and poor throughout the Beaches by ministering to their material, physical and spiritual needs through in-house and referral services. Flager said whenever possible, those served

are helped to develop an independent, constructive, self-reliant and fulfilling life. Mission House also provides hot showers, meals and job placement assistance to homeless and people living 200 percent below federal poverty guidelines. For information call 904-241-6767 or visit www.mission-housejax.org.

Jacksonville.com / Shorelines

December 22, 1009

Shorelines beach shorts

- **BY SHORELINES**
- STORY UPDATED AT 2:33 PM ON TUESDAY, DEC. 22, 2009

Mission House gets grant

Despite financial cutbacks and a record demand for services, Beaches-area homeless people and others still count on free medical care at Mission House with the help of a \$48,000 grant from The Blue Foundation for a Healthy Florida.

Mission House, a day facility on Shetter Avenue in Jacksonville Beach, has formed a new partnership with The Blue Foundation for a Healthy Florida that will help it continue to treat diabetes, epilepsy, high blood pressure, heart disease, infections, skin cancer, spider bites and other traumas that result from living on the street.

The partnership and \$48,000 grant will provide antibiotic creams, surgical kits, testing strips, medicines and other supplies that volunteer medical professionals use to treat an average of 165 patients each month at Mission House clinics.

"Organizations like Mission House are truly life-savers," said Susan Towler, vice president, The Blue Foundation for a Healthy Florida, a philanthropic affiliate of Blue Cross and Blue Shield of Florida. "Without Mission House, many men and women would go without medical care or to the emergency room when their conditions became extremely debilitating."

The grant means homeless clients and others without insurance who use the facility's twice-weekly health clinics can lead productive and healthy lives, said Mission House Executive Director Jan Flager.

"Years of hard, outside living, poor nutrition, physical abuse, trauma-induced diseases, broken family ties, substance abuse and little to no medical care leave many homeless men and women unable to make a transition back to a stable life," Flager said.

Mission House is approaching 12 years of providing meals, showers, job assistance and other services. For more information about the facility, call 241-6767 or visit www.missionhousejax.org.

http://jacksonville.com/community/shorelines/2009-12-23/story/shorelines_beach_shorts

The Blue Foundation for a Healthy Florida
Media Report

Summary			
From: October 2009			
To: June 2010			
Program	Number of Clips	Audience	
Embrace a Healthy Florida	25	2,032,301	
Media outlet	Topic	Audience	Market Region
jaxbusinessjournal.com	The Blue Foundation, Embrace a Healthy Florida and all the grantees	15,238	Statewide
Junior League of Jacksonville Fall 2009	Junior League Grant Recipient	N/A	Northeast
juniorleagueofjax.org 10/18/09	Junior League Grant Recipient	N/A	Northeast
Florida Philanthropic Network 11/09	Childhood Obesity	N/A	Statewide
Mediscoop (St. Vincent's Newsletter) 11/09	St. Vincent's Mobile Health Outreach Ministry (MHOM) - Childhood Obesity		Northeast
Jacksonville.com/FL Times-Union 12/18	Junior League Grant Recipient	429,506	Northeast
Ponte Vedra Recorder 12/25/09	Childhood Obesity	10,000	Northeast
duval county public schools website 1/10	Brentwood Elementary Commit 2B Fit	N/A	Northeast
War on Poverty January E-News	BHC Miami/Opa-Locka	N/A	Southern
Jaguars.com	Childhood Obesity	N/A	Northeast
Health Planning Council of Northeast Florida	Childhood Obesity	N/A	Northeast
Gainesville.com 2/18/10	Healthy Vegetable cook-off/Health Smart Church Program	207,261	Northeast
Bridge Connections (The Bridge of N.E. FL Newsletter) March 2010	The Bridge Garden	N/A	Northeast
News & Views 3/1/10	Childhood Obesity	6,000	
maninoveralls.blogspot 3/1/10	Childhood Obesity	N/A	Northwest
Tallahassee Democrat 3/2/10	Childhood Obesity	76,551	Northwest
Tallahassee.com 3-2-10	Childhood Obesity	180,065	Northwest
Jacksonville.com 4/17/2010	Poverty; Obesity; Food Bank; Gardening	429,506	Northeast
Florida Times-Union 4/18/10	Poverty; Obesity; Food Bank; Gardening	117,416	Northeast
AARP Bulletin Today (online) 4/18/10	Poverty; Obesity; Food Bank; Gardening	N/A	National
News & Views 5-7-10	Healthy Jacksonville Childhood Obesity Prevention Coalition/2010 Children's Week Community Innovation Award	6,000	Statewide
Jacksonville.com 5-26-10	Springfield Community Garden	429,506	Northeast
Florida Times-Union	Springfield Community Garden	117,416	Northeast
DuvalSchools.org 6/2010	Healthy Jacksonville Childhood Obesity Prevention Coalition	N/A	Northeast
Jacksonville Business Journal 6-3-10	San Marco Preservation Society	7,836	Northeast
	TOTAL	2,032,301	

Business JACKSONVILLE Journal

Community planning takes on challenge of healthy design

Plans for sidewalks encourage walking, cycling

BY KIMBERLY MORRISON
STAFF WRITER

JACKSONVILLE — The notion that physical surroundings may affect health and well-being is not new, but the public health threat that obesity poses is, and it's putting a whole new spin on how cities are growing.

As regions grapple with urban sprawl, and communities become increasingly disconnected and unhealthy, urban planners are taking a closer look at the health impacts of things like whether homes are within walking distance of schools, how developments and buildings are designed, how public and green space are integrated into communities and the functionality of transit systems.

The U.S. Centers for Disease Control and Prevention last week hosted a conference in Atlanta alongside Congress for the New Urbanism, a nonprofit that promotes walkable, neighborhood-based development, to share new research and techniques for assessing the health impact of land use, transportation planning and community design decisions. This was also the first year the CDC included the built environment in its national objectives for the health of the country.

Jacksonville is among the cities examining how public health is being impacted by its infrastructure, and is hoping to join the ranks of cities like Decatur, Ga., and Boulder, Colo., which have taken undertaken regulatory and policy initiatives to achieve smart growth and healthy communities.

The Health Planning Council of Northeast Florida recently hired Valerie Feinberg, a former land use planner, as director of health assessment and urban planning. It's a new role for the not-for-profit council, and Executive Director Dawn Emerick thinks it will bring greater awareness to the city, community and builders about public health as a function of the built environment.

"When we do a community-needs assessment, mostly what we're doing is convening a community to decide what its priorities are," Emerick said. "What we're about to do now is take the next step and be a consultant for them to influence changes in the codes and work with city planners and change policy. It's not just about finding the problem, making a recommendation and then we leave, now we're really influencing policy."

Jacksonville is already working to improve the city's infrastructure for alternative modes of transportation, understanding that bike lanes, sidewalks and an improved public transit system encourage more healthy, environmentally friendly lifestyles. But some other aspects of public health and how land is used and developed are less obvious.

Take large-scale residential developments, for example. The depth of the development from its interior streets to main roadways, and proximity to neighborhood schools, grocery stores and

parks may determine whether its residents walk or bike out, or whether driving is the best or only option.

Then there is the issue of sidewalks, not only if they exist, but whether they connect from a neighborhood to schools and other amenities and are wide and flat enough to accommodate a stroller or a wheelchair. Safety is another consideration. Are the walkways well lit? Do they require crossing four lanes of traffic with no median?

Designers and planners are increasingly looking at mixed-use developments as the new urban model to reduce dependency on

"It's not just about finding the problem, making a recommendation and then we leave, now we're really influencing policy."

Dawn Emerick

Executive Director
Health Planning Council of Northeast Florida

vehicles, lower the risk of traffic injuries, improve air quality, increase affordability and sense of community and promote physical activity.

"It's almost a paradigm shift in zoning and land use regulations," Feinberg said. "The old way is to separate land uses that don't belong together, but we kind of went overboard, and that suburban model has translated to the Atlantic Boulevards of the world. How we fix that is by looking at policy and how that impacts the social environment."

Richard Lovelace, divisional vice president for Stellar's commercial division, said more developers are becoming attuned to how design affects people's health and well-being. His company added features to its new offices such as showers for employees who bike to work or run during lunch, and when PHH Mortgage wanted to minimize the number of employees getting in cars to drive to lunch every day, Stellar designed a kitchen and cafe with an outdoor lounge area to create a campus-like environment.

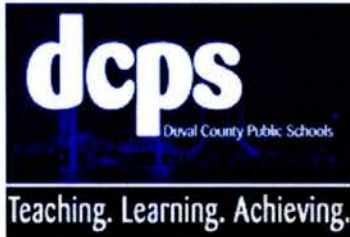
"It's a slowly growing trend," Lovelace said. "Twenty years ago, when I was in construction, you wouldn't have even thought about any of that."

Feinberg's latest work has been with the San Marco Preservation Society to improve transportation infrastructure to promote walking and biking, encourage mixed-use development, increase residential density and add more options for healthy lifestyles.

The Blue Foundation for a Healthy Florida awarded the San Marco Preservation Society a grant to create strategies for healthy design within conventional development regulations including zoning and subdivision codes. A component of the project is to raise awareness of environmental health and chronic disease, such as obesity.



Lovelace



June 2010

Spotlight On Education

DCPS Recognized During Children's Week Community Innovation Awards Luncheon

Duval County Public Schools (DCPS) was recently recognized for being a collaborative partner in the Healthy Jacksonville Childhood Obesity Prevention Coalition.

The coalition is comprised of almost 80 organizations, but four were recognized for being at the forefront of the coalition's work - Healthy Jacksonville, the DCPS' Safe and Healthy Schools Office, the Mayor's Council on Fitness & Well Being and Nemours Children's Clinic. The Children's Week Innovation Award was presented by United Way of Florida and The Lawton Chiles Foundation.



The award recognizes collaborative partnerships throughout the state of Florida that are working effectively to improve the lives of children. Children's Week is a Florida tradition during the legislative session, where advocates from across the state meet to talk to lawmakers about children's issues of all forms.

Healthy Jacksonville's Childhood Obesity Prevention Coalition was developed in 2000. Its mission is to reduce childhood obesity in Jacksonville. The group received funding from The Blue Foundation for a Healthy Florida in 2008, and has since produced a comprehensive Action Plan to improve the health of children in Jacksonville. The Blue Foundation was able to give mini-grants to 17 organizations in 2009 so that they could work towards the recommendations in this Action Plan.

[More 'Spotlight on Education' Articles](#)

<http://www.duvalschools.org/static/contact/communications/spotlight/2010/0603b.asp>

MARK WOODS

I recently wrote about what a private school on the Southside is doing to change the way children look at food. Today, let's stick with that theme but move to the Northside, a garden in a parking lot and a businessman.

Well, others have called Dan Bradford a businessman. My



mark.woods@jacksonville.com
(904) 359-4212

Springfield's community gardener is on the job

guess is that he rarely describes himself that way.

The day I met him, he was wearing a Life Is Good T-shirt depicting a "diversified portfolio:" a bike, hiking boots and a kayak paddle.

Bradford is vice president of an Oregon-based software company. But he does his work at home and around the world. So he can live pretty much wherever he wants. And three years ago, he and his wife, Renee, a photographer and makeup artist, decided they'd had enough of Southern California.

They had visited a friend in Jacksonville and, practically on

a whim, they decided to move to Springfield.

"It really feels like home now," he said.

Some of the feeling can be traced to the corner of a parking lot at Eighth and Pearl streets, the vegetables and fruits growing inside a wooden fence with a sign that says: "Community Garden."

This is Bradford's baby. The townhouse they bought in Springfield didn't have room for a garden. So partly for himself and partly for his neighborhood — especially the at-risk children in his neighborhood

WOODS continues on C-6



Dan Bradford moved into a townhouse in Springfield, but he didn't have space to do his gardening. So he created a "community garden" where neighborhood children can learn about growing fresh foods.

DON BURK
The Times-Union

Woods

Continued from C-1

— he volunteered to create one for The Bridge of Northeast Florida.

He started by fundraising, getting what could literally be described as seed money. People not only came through with cash, they donated materials. Ground was broken. And in its first year, onions and radishes weren't the only things that grew. With a grant from The Blue Foundation for a Healthy Florida, the size of the garden doubled to about 40-by-30 feet.

When he's not traveling, you often can find Bradford there, working in the garden with the children and other volunteers, passing along a passion that can be traced to his own childhood. Sort of.

He recalls his father, who loved to garden and landscape, dragging him around town to nurseries. And he remembers spending summers on his grandparents' farm.

"I hated it," he said with a laugh.

He now realizes those experiences were like seeds. His grandfather and father planted them. And a few decades later, here he is spending a lot of his free time in a community garden, teaching dozens of kids lessons that go beyond planting, weeding and

composting.

"He is very dedicated not only to the garden, but also to the kids," said Judith Brown, volunteer coordinator at The Bridge. "He's stern with them. He takes it seriously. And he wants them to know that you treat the garden with respect and you treat each other with respect."

They not only have grown lettuce, tomatoes, strawberries, carrots, squash and broccoli. They occasionally sell the produce at the farmer's market. And they have watched the corner of the parking lot turn into a little ecosystem, complete with butterflies, tree frogs and geckos. But there's no question what is the kids' favorite piece of the garden.

The containers full of compost and worms.

"They want to check out the worms, look at them, play with them, throw them at each other," Bradford said.

"They love the worms," Brown said. "Some of them even give them names."

Bradford doesn't delude himself. He doesn't picture kids going home, shutting off the video games and starting a garden. But he hopes that maybe they will leave the community garden with a better understanding of healthy food. And maybe even a seed of interest in growing it themselves someday.

"My suspicion is these kids are no different than I was,"

he said. "But if one kid grows up and decides he wants to garden, it's worth it."

Bradford laughs when asked what his late father would think if he could see his son standing in the garden at the intersection of Eighth and Pearl, trying to pass along the joy of gardening to another generation.

"I think he'd be flabbergasted," he said. "And I think he'd be happy."

Springfield's community gardener is on the job at Eighth and Pearl



Submitted by [Mark Woods](#) on May 26, 2010 - 3:43am [Mark Woods' Blog](#)



DON BURK/The Times-Union

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"I think he'd be flabbergasted," he said. "And I think he'd be happy."

San Marco Resident May 2010

Happy Mother's Day

Moms mean business. There is only one person in our neighborhoods who can hold down a household and work a successful business — and that's a **MOMPREENEUR!** See page 22

Daisies on the run for Sulzbacher

Daisy Troop 922 trained hard and participated in The Sulzbacher Center's Walk a Mile in Their Shoes Race last month. The troop received a generous sponsor from The Brick owners Steve and Kelly Kunz, who trained each Saturday with the girls. The troop took on extra chores and jobs prior to the race to raise money for their race participation.



San Marco takes future into own hands SMPS intent on 'advancing smart growth by design'

by Susanna P. Barton

It may be an obvious point that development in San Marco has different parameters than, say, commercial construction projects in the suburbs. But the San Marco Preservation Society wants to make that distinction clear to everyone — and is beginning a process to define those standards. With a \$10,000 grant from Blue Cross & Blue Shield of Florida, the group has established a partnership with the city's planning and development department to prepare a new neighborhood plan for North San Marco. The undertaking is being called "The Smart Growth Initiative."

"SMPS for years has been very reactive when someone comes in to redevelop a site here," said Valerie Feinburg, immediate past president of the preservation society. "This is taking a different approach to have more proactive planning — improving economic viability, saving character, improving walkability and bike-ability and meeting a number of different goals."

Society members and group directors emeritus, Zem Boulus and Lori Boyer, are chairing the effort. The public is expected to play a big role in the research, sharing their ideas and experiences with the group as it gathers information and studies alternatives. Future meetings for the Smart Growth Initiative will be posted on the the group's website.

In its quarterly newsletter, SMPS said the overriding goal of the project is to promote future infill development that "makes economic sense and enhances the vitality of our neighborhoods and the health of our residents while preserving the historic character and improving the walkability and quality of life in San Marco."

The project hopes to explore alternatives to some of the city's current development regulations so they are more specific to San Marco, including:

- Encouraging a mix of uses.
- Increasing residential density where appropriate.
- Improving infrastructure.
- Sustaining quality of life by providing more options for healthy lifestyles.
- Preserving the character and spirit of the community.

"One thing we're realizing in Jacksonville is one set of guidelines aren't appropriate for all neighborhoods because Jacksonville is a mix of unique areas — one set of codes just doesn't work," Feinburg said. "We can't use a suburban model in an urban area like San Marco."

Another perk to the project? Curbing obesity, and providing more opportunities for people to get out and enjoy the streets of San Marco — to walk to various points of interest instead of driving.

"In San Marco, we have a good basis on which to improve and encourage health and exercise and start putting that into our code and legislation through a comprehensive plan or zoning code," Feinburg said. "Our goal is to look at the community-driven and supported neighborhood plan that is tied to some sort of overlay zone."

Focus groups will be held this year including one for merchants and one each for homeowners, businesses and groups with other interests. These will be ongoing during the next few months. More information is available at www.smpsi.org

News & Views

May 7, 2010

Healthy Jacksonville Childhood Obesity Prevention Coalition was one of four organizations across Florida to recently receive a 2010 Children's Week Community Innovation Award.

The awards, designed by United Way of Florida and the Lawton Chiles Foundation, were presented to organizations for their collaborative efforts to solve children's issues and make a difference in the lives of children and families in Florida.

"I've traveled all over the state, and it is amazing to see how communities and people join together to solve problems," said Bud Chiles, foundation president.

The coalition is made up of 60 organizations and 100 individuals including health care professionals, policy makers, business leaders, school personnel, parents, media, government entities, social service organizations and community residents united to reduce childhood obesity in Duval County.

The Blue Foundation for a Healthy Florida, through its Embrace a Healthy Florida childhood obesity initiative, is one of the collaborating partners with the coalition, providing grants to conduct a community assessment, develop a call to action and fund the ideas in the call to action.

As a result of Blue Foundation support, the coalition also received a \$360,000 grant from the Robert Wood Johnson Foundation to implement the action steps called for in the call to action.

Other honorees included:

- Arnold Palmer Hospital for Children Teen Xpress Program (Orange County)
- Kinship Service Network (Pinellas County)
- Quality Counts – Palm Beach County's Quality Rating System (Palm Beach County)

"We want to provide policy makers in Tallahassee with a glimpse of the innovation that is taking place in neighborhoods and communities statewide, so hopefully they can replicate these innovative ideas in other communities across Florida," said Ted Granger, president of United Way of Florida.

Children's Week is the largest statewide civic education event for children and families in Florida.

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April 18, 2010

Poverty, but obesity: The hunger paradox of Northeast Florida

SOURCE: The Florida Times-Union

Apr. 18, 2010 (McClatchy-Tribune Regional News delivered by Newstex) -- This dusty corner in Springfield used to be a parking lot. Now, lettuce and strawberries grow in a lush garden.

Across town, at a grocer, expiring meat used to fill trash bins. Now, it fills food bank freezers.

And at an urban core clinic specializing in high-risk pregnancies, nurses press bags of nutritious fare into the hands of moms-to-be.

It's a prescription of sorts, a small step to combat Jacksonville's sky-high rate of infant deaths.

All over the city, there is growing concern about healthful food -- where it's available, what it costs and how it's distributed. Why? Because where there is hunger, there is obesity.

It is a paradox that plagues communities throughout the United States, and increasingly alarms experts. In Jacksonville, it's spurring some people and neighborhoods to action.

Quiz: How much do you know about Northeast Florida's hunger paradox?

The efforts come at a time when food insecurity has never been higher.

An increasing number of people report they aren't sure where their next meal will come from. Others say they have reduced the quality or quantity of food to save money.

At homeless shelters, fathers are showing up in dinner lines so their children can eat. At charities locally and across the nation, more people are asking for help at food pantries.

And the number of people receiving food stamps has more than doubled since 2007, to 203,361 in March, in the region that covers Baker, Clay, Duval, Nassau, Putnam and St. Johns counties.

Nationally, one in eight people -- and one in five children -- received emergency food help in 2009, according to the national food bank network Feeding America. That is up 46 percent from 2005.

The Second Harvest North Florida estimates that two-thirds of its participating pantries and soup kitchens have had to turn clients away for lack of food resources.

Every week, it estimates about 31,000 people in the 18-county region receive assistance from an agency served by the food bank.

"Hunger is at epidemic proportions in our community," said Thomas Mantz, executive director of Second Harvest. So, too, is obesity.

The dusty lot in Springfield belongs to the Bridge of Northeast Florida, an after-school program on the front lines of many battles in Jacksonville's urban neighborhoods.

The garden has doubled in size, carefully tended by a group of students.

There are strawberry plants, onions and a variety of lettuces. There are also earthworms that eat the garden trash and turn it into compost, explained Rodnecia Smith, 12.

She loves sunny afternoons digging in the dirt: "I don't like to stay inside."

A neighborhood volunteer, Dan Bradford, started the garden, and it expanded with a grant from the Blue Foundation for a Healthy Florida.

There are few places to get fresh produce in the neighborhood, so when the students recently sold some of their harvest at an impromptu farmer's market, it was successful beyond their dreams.

But at first, Bradford said, the garden was a hard sell.

"They didn't want to be here," he said. But as the students began to see the fruits of their labor, something changed. Now, he said, they argue over taking home broccoli.

Rodnecia's mother, Alicia Smith, said her daughter now makes healthier choices -- at home and at the fast-food restaurant her father manages.

"When she goes there, she says, 'Dad, can I just have the chicken and a salad.' She doesn't eat the fries too much," Smith said.

Expanding waistlines are hardly limited to one demographic group. People of all income levels are overweight like never before in America.

But the research is clear: The issue disproportionately affects people with low incomes. And obesity-related health problems further threaten impoverished communities.

Perception and reality are often at odds, Mantz said, when someone sees an overweight person from an economically challenged community.

"Their sense is they have too much food," he said. "The reality ... is that they don't have enough."

Being poor makes it more difficult to eat healthily and stay in shape.

Today's work settings tend to be sedentary. Gym memberships are an expense even some in the middle class can't afford. In many low-income neighborhoods, children are discouraged from playing outside -- too dangerous. But mostly, the problem lies in the economics of food.

In some respects, food costs have fallen. Where 50 years ago food costs made up the largest share of a family's budget, now it is housing.

Yet a diet based on healthy foods -- fresh vegetables and fruit, whole grains, fish and lean meat -- is more expensive.

Meanwhile, items with longer shelf lives are available abundantly to those who can afford little else. They are often filled with refined sugars, and added fats and salt. Called "energy-dense" foods, they have more calories per dollar.

Studies show they are less likely to fill you up. According to a 2005 study in the American Journal of Clinical Nutrition, energy-dense foods tend to be low in nutrients and satiating power. They "may result in passive overeating and therefore weight gain."

And because high-fat and high-sugar foods taste so good, they can reinforce a poor diet.

The result is that hunger and weight issues are strongly linked. Some academic studies have found that obesity is twice as prevalent among women who are food insecure.

Because poverty begets such food purchases, whole neighborhoods go without a well-stocked supermarket in sight and have epidemic levels of chronic diseases.

Except for St. Johns County, all areas in Northeast Florida have age-adjusted diabetes death rates that are higher than the state average.

Duval County's is worst among urban centers in Florida and 12th highest in the state. Baker and Putnam counties rank in the top 10.

Emerging research from the Second Harvest and the Duval County Health Department have found "food deserts" and obesity run rampant in many parts of Jacksonville's Westside and Northside. More than two-thirds of adults are overweight or obese in all north and west parts of Duval County.

Yet in many of those same areas, grocery stores are few and far between, according to their data.

Growing awareness of the problem has spurred a slew of initiatives embraced by foundations such as The Chartrand Foundation and The Blue Foundation for a Healthy Florida, as well as anti-poverty groups and government agencies.

Among them is a new program that allows food stamp recipients to shop at the Jacksonville Farmers Market on Beaver Street.

The produce available there has long been a choice of bargain hunters, but most vendors only took cash.

Kendall McIntyre was pleased when he heard some stands at the market were accepting food stamp cards (known as SNAP or EBT cards).

On a recent Sunday morning, he made the 1.3-mile trip to the market. At one stand, he found he had to spend \$10 to use the card. So he stocked up on cabbage, strawberries, asparagus and lemons. He has found himself making better food choices lately.

"I had to re-educate myself about food," he said.

McIntyre has access to a car to get to the farmer's market and grocery stores. If he didn't, the options would be limited. Transportation is a chief barrier to many in food deserts.

But there are nonprofit and entrepreneurial efforts to change that. Just a few blocks away is the Good Neighbor Food Mart, re-opened last year by George Washington III, who told The Times-Union he hoped to help revive the neighborhood and introduce healthier food options. And a new bus route, part of the New Town Success Zone project, runs to the farmer's market.

Improving access to healthy food has become a daily drumbeat at the Second Harvest North Florida. That includes distributing more of it as well as educating and advocating for better nutrition.

"We have an obligation to get down to the root cause of these problems," said Thomas Mantz, its director.

It's hardly the end of the canned food drives. But Mantz says it is not wise for the agency to simply distribute "dented cans and dusty boxes" and hope for the best.

Among their new initiatives is partnerships with Winn-Dixie to recover unsold meat and produce; expanded programs to send children home on weekends and school breaks with bags of healthy staples; and distributing bags of healthy food to pregnant women at Shands Jacksonville.

Fresh food is a logistical challenge for the food bank and the agencies it supplies, but both are finding ways to gather the food and use it on short notice. The agency also recently hired a full-time produce scavenger of sorts, who harvests leftovers from local fields and meets with farming industry executives in Tallahassee.

Changes are also taking place in government programs, said Helen Jackson, director of nutrition and chronic disease prevention for the Duval County Health Department.

In its most dramatic realignment in 20 years, Jackson said, the federal Women, Infants and Children program now emphasizes more vouchers for healthy foods.

It also allows whole grains and more access to fruits and vegetables and low-fat dairy. Locally, she said, more than 27,000 families participate in the program, which essentially functions as a prescription for healthful food.

But education must go along with it, Jackson said. She and other advocates have found generations of younger people that haven't been exposed to some fruits and vegetables and don't know how to cook.

The department has started classes on preparing some of those foods at the Wesconnett clinic, and they have been a success, Jackson said.

"To watch mom say, 'Oh, my child would never eat this,' ... and then they eat it, the parents' eyes are so surprised," she said. "It's really been exciting." Lowrie Ward, interim director of Healthy Jacksonville, said she's encouraged by the change. Still, there is a long way to go -- and Healthy Jacksonville is mostly focusing on children.

The department is working with the school district's food vendor to make meals healthier. Already, they have eliminated 2 percent and whole milk, and plan a study of school lunch vegetable choices to figure out where to increase education.

Good nutrition affects issues beyond physical health, Jackson said. Children's ability to learn, the prospects for staying employed and seniors' quality of life are all affected.

Jackson said she is optimistic. She envisions a future where entrepreneurs take produce trucks through neighborhoods or sell produce from gardens.

She's working with the state so WIC clients can use their fruit and vegetable vouchers at the farmers market.

"I believe that all of these different efforts throughout our community are a sign," Jackson said, "that the community is ready for a change."

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Newstex ID: KRTB-0099-43970083 http://bulletin.aarp.org/states/fl/2010/16/articles/poverty_but_obesity_hunger_paradox_northeast_florida.html

OUR HUNGER PARADOX

203,361 people
in Northeast Florida get
food stamp benefits

One in eight people
nationally are receiving
emergency food help

Being poor makes it easier to be obese. It can be traced to the cost, availability and distribution of healthy food.



BRUCE LIPSKY/The Times-Union

GARDEN GOODS LeJerica Johnson (center), 11, prepares to plant a cucumber seedling at the Bridge of Northeast Florida.

By DEIRDRE CONNER
The Times-Union

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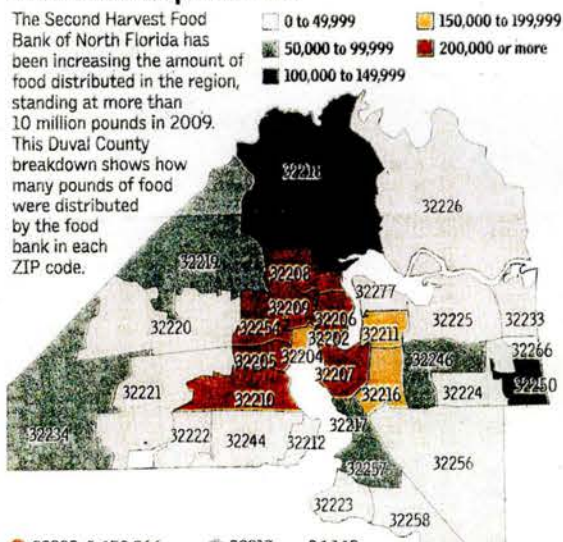
And the number of people

HUNGER continues on A-11

Food bank helps fill need

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This Duval County breakdown shows how many pounds of food were distributed by the food bank in each ZIP code.



32202 1,450,366	32217 94,148	32234 91,534
32204 186,781	32218 113,866	32244 7,660
32205 529,396	32219 96,010	32246 68,944
32206 803,172	32220 5,601	32250 131,367
32207 356,953	32221 39,962	32254 429,631
32208 834,124	32222 0	32256 7,707
32209 219,276	32223 0	32257 51,361
32210 258,179	32224 29,786	32258 0
32211 191,752	32225 13,518	32266 0
32212 0	32226 919	32277 24,311
32216 160,097	32233 29,077	

Note: The location of homeless shelters in 32202 results in a high volume of food distributed.
Source: Second Harvest North Florida. The Times-Union

EXTRAS

Can you answer this question?

Nationwide, how many people received emergency food assistance in 2009?

a) 1 in 5 b) 1 in 8 c) 1 in 10 d) 1 in 15

Find the answer and more questions in our online interactive food quiz.

Video: See students learn about organic foods in a Springfield community garden.
jacksonville.com

FOOD AFFORDABILITY

Often, the least expensive food is also the least healthy, and food that is better for you is more expensive.



Convenience stores

In areas where well-stocked supermarkets are few and far between, convenience stores fill the gaps. But what's offered there can be vastly different in quality. Fresh options are few, with most vegetables and fruits in cans with added sugar or salt, and with meat options often limited to highly processed sandwich meat.

Grocery stores

Traditional grocery stores have a more expansive offering of food. There, fresh produce, lean meats and fish are available alongside less healthy options and convenience food. For those who do not have a car, getting to grocery stores can be a challenge. Even for those who can shop at grocers, the cheapest food often tends to be the least healthy, research has found.



HUNGER PARADOX

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Hunger

Continued from A-1

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Being poor makes it more difficult to eat healthily and stay in shape.

Today's work settings tend to be sedentary. Gym memberships are an expense even some in the middle class can't afford. In many low-income neighborhoods, children are discouraged from playing outside — too dangerous.

But mostly, the problem lies in the economics of food.

In some respects, food costs



Photos by WILL DICKEY/The Times-Union

COLLECTION INITIATIVE Trucks from the Second Harvest Food Bank prepare to head out to collect food from their Jessie Street warehouse early in the morning March 29. The food bank also has an initiative to partner with Winn-Dixie to recover unsold meat and produce.

have fallen. Where 50 years ago food costs made up the largest share of a family's budget, now it is housing.

Yet a diet based on healthy foods — fresh vegetables and fruit, whole grains, fish and lean meat — is more expensive.

Meanwhile, items with longer shelf lives are available abundantly to those who can afford little else. They are often filled with refined sugars, and added fats and salt. Called "energy-dense" foods, they have more calories per dollar.

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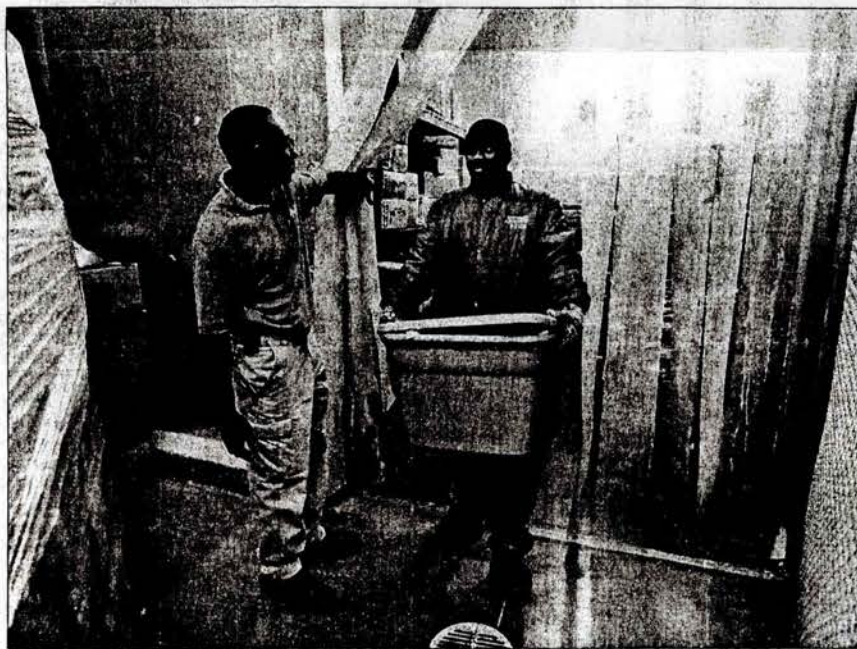
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HEALTHY DELIVERY

Second Harvest Food Bank driver Ki Gates (left) helps Walmart frozen food associate Chris Barry take food that will be donated out of a freezer.

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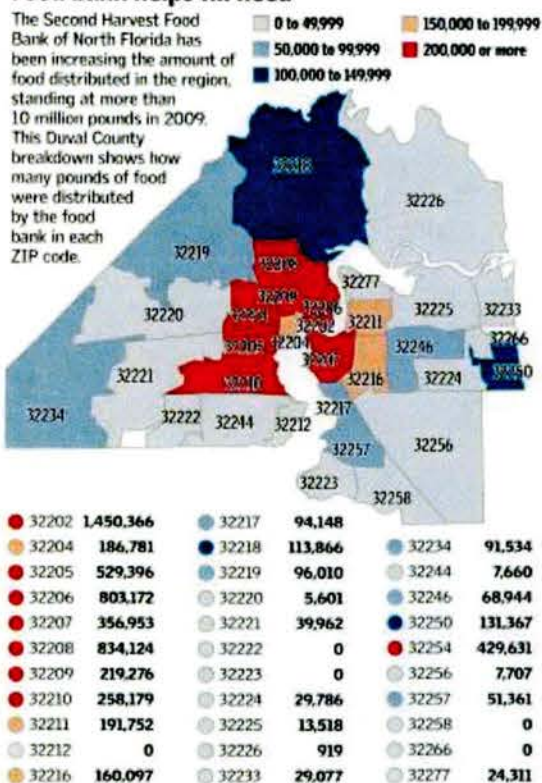
April 17, 2010

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Food affordability

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Video

Photos



Source URL: <http://jacksonville.com/news/metro/2010-04-17/story/poverty-obesity-hunger-paradox-northeast-florida>

By Deirdre Conner

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WILL DICKEY/The Times-Union
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BRUCE LIPSKY/The Times-Union
Le'Jerica Johnson (center), 11, prepares to plant a cucumber seedling at the Bridge of Northeast Florida.



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The dusty lot in Springfield belongs to the Bridge of Northeast Florida, an after-school program on the front lines of many battles in Jacksonville's urban neighborhoods.

The garden has doubled in size, carefully tended by a group of students.

There are strawberry plants, onions and a variety of lettuces. There are also earthworms that eat the garden trash and turn it into compost, explained Rodnecia Smith, 12.

She loves sunny afternoons digging in the dirt: "I don't like to stay inside."

A neighborhood volunteer, Dan Bradford, started the garden, and it expanded with a grant from the Blue Foundation for a Healthy Florida.

There are few places to get fresh produce in the neighborhood, so when the students recently sold some of their harvest at an impromptu farmer's market, it was successful beyond their dreams.

But at first, Bradford said, the garden was a hard sell.

"They didn't want to be here," he said. But as the students began to see the fruits of their labor, something changed. Now, he said, they argue over taking home broccoli.

Rodnecia's mother, Alicia Smith, said her daughter now makes healthier choices - at home and at the fast-food restaurant her father manages.

"When she goes there, she says, 'Dad, can I just have the chicken and a salad.' She doesn't eat the fries too much," Smith said.

Expanding waistlines are hardly limited to one demographic group. People of all income levels are overweight like never before in America.

But the research is clear: The issue disproportionately affects people with low incomes. And obesity-related health problems further threaten impoverished communities.

Perception and reality are often at odds, Mantz said, when someone sees an overweight person from an economically challenged community.

"Their sense is they have too much food," he said. "The reality ... is that they don't have enough."

Being poor makes it more difficult to eat healthily and stay in shape.

Today's work settings tend to be sedentary. Gym memberships are an expense even some in the middle class can't afford. In many low-income neighborhoods, children are discouraged from playing outside - too dangerous.

But mostly, the problem lies in the economics of food.

In some respects, food costs have fallen. Where 50 years ago food costs made up the largest share of a family's budget, now it is housing. Yet a diet based on healthy foods - fresh vegetables and fruit, whole grains, fish and lean meat - is more expensive. Meanwhile, items with longer shelf lives are available abundantly to those who can afford little else. They are often filled with refined sugars, and added fats and salt. Called "energy-dense" foods, they have more calories per dollar. Studies show they are less likely to fill you up. According to a 2005 study in the American Journal of Clinical Nutrition, energy-dense foods tend to be low in nutrients and satiating power. They "may result in passive overeating and therefore weight gain." And because high-fat and high-sugar foods taste so good, they can reinforce a poor diet. The result is that hunger and weight issues are strongly linked. Some academic studies have found that obesity is twice as prevalent among women who are food insecure. Because poverty begets such food purchases, whole neighborhoods go without a well-stocked supermarket in sight and have epidemic levels of chronic diseases. Except for St. Johns County, all areas in Northeast Florida have age-adjusted diabetes death rates that are higher than the state average. Duval County's is worst among urban centers in Florida and 12th highest in the state. Baker and Putnam counties rank in the top 10. Emerging research from the Second Harvest and the Duval County Health Department have found "food deserts" and obesity run rampant in many parts of Jacksonville's Westside and Northside. More than two-thirds of adults are overweight or obese in all north and west parts of Duval County. Yet in many of those same areas, grocery stores are few and far between, according to their data.

Growing awareness of the problem has spurred a slew of initiatives embraced by foundations such as The Chartrand Foundation and The Blue Foundation for a Healthy Florida, as well as anti-poverty groups and government agencies.

Among them is a new program that allows food stamp recipients to shop at the Jacksonville Farmers Market on Beaver Street. The produce available there has long been a choice of bargain hunters, but most vendors only took cash. Kendall McIntyre was pleased when he heard some stands at the market were accepting food stamp cards (known as SNAP or EBT cards). On a recent Sunday morning, he made the 1.3-mile trip to the market. At one stand, he found he had to spend \$10 to use the card, So he stocked up on cabbage, strawberries, asparagus and lemons. He has found himself making better food choices lately. "I had to re-educate myself about food," he said. McIntyre has access to a car to get to the farmer's market and grocery stores. If he didn't, the options would be limited. Transportation is a chief barrier to many in food deserts. But there are nonprofit and entrepreneurial efforts to change that. Just a few blocks away is the Good Neighbor Food Mart, re-opened last year by George Washington III, who told The Times-Union he hoped to help revive the neighborhood and introduce healthier food options. And a new bus route, part of the New Town Success Zone project, runs to the farmer's market.

Improving access to healthy food has become a daily drumbeat at the Second Harvest North Florida. That includes distributing more of it as well as educating and advocating for better nutrition. "We have an obligation to get down to the root cause of these problems," said Thomas Mantz, its director. It's hardly the end of the canned food drives. But Mantz says it is not wise for the agency to simply distribute "dented cans and dusty boxes" and hope for the best. Among their new initiatives is partnerships with Winn-Dixie to recover unsold meat and produce; expanded programs to send children home on weekends and school breaks with bags of healthy staples; and distributing bags of healthy food to pregnant women at Shands Jacksonville. Fresh food is a logistical challenge for the food bank and the agencies it supplies, but both are finding ways to gather the food and use it on short notice. The agency also recently hired a full-time produce scavenger of sorts, who harvests leftovers from local fields and meets with farming industry executives in Tallahassee.

Changes are also taking place in government programs, said Helen Jackson, director of nutrition and chronic disease prevention for the Duval County Health Department. In its most dramatic realignment in 20 years, Jackson said, the federal Women, Infants and Children program now emphasizes more vouchers for healthy foods. It also allows whole grains and more access to fruits and vegetables and low-fat dairy. Locally, she said, more than 27,000 families participate in the program, which essentially functions as a prescription for healthful food. But education must go along with it, Jackson said. She and other advocates have found generations of younger people that haven't been exposed to some fruits and vegetables and don't know how to cook. The department has started classes on preparing some of those foods at the Wesconnett clinic, and they have been a success, Jackson said. "To watch mom say, 'Oh, my child would never eat this,' ... and then they eat it, the parents' eyes are so surprised," she said, "It's really been exciting." Lowrie Ward, interim director of Healthy Jacksonville, said she's encouraged by the change. Still, there is a long way to go - and Healthy Jacksonville is mostly focusing on children. The department is working with the school district's food vendor to make meals healthier. Already, they have eliminated 2 percent and whole milk, and plan a study of school lunch vegetable choices to figure out where to increase education. Good nutrition affects issues beyond physical health, Jackson said. Children's ability to learn, the prospects for staying employed and seniors' quality of life are all affected. Jackson said she is optimistic. She envisions a future where entrepreneurs take produce trucks through neighborhoods or sell produce from gardens. She's working with the state so WIC clients can use their fruit and vegetable vouchers at the farmers market. "I believe that all of these different efforts throughout our community are a sign," Jackson said, "that the community is ready for a change." deirdre.conner@jacksonville.com, (904) 359-4504

Links:
[1] <http://jacksonville.com/news/interactives/HungerParadoxQuiz>
[2] <http://jacksonville.com/sites/default/files/garden041810.jpg>
[3] http://jacksonville.com/sites/default/files/PoundsOffFood_0.jpg
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[7] <http://jacksonville.com/sites/default/files/PoundsOffFood.jpg>

Comments (25)

Ha, Ha, Ha...
By thebruteman | 04/18/10 - 04:16
Obese and hungry!

Wrong headline
By cookieduster | 04/18/10 - 08:28
It should be 'Stupidity Is the Paradox of NE Fla.'

Kudos
By educ8er | 04/18/10 - 08:32
Absolutely great idea on the garden. Children can learn so much from gardening, not just nutrition. I would recommend getting our Master Gardners as visitors to these sites to help the learning process.
What are you doing today to improve yesterday?

No kidding
By itsahemi | 04/18/10 - 08:50
Have you ever stood in line at the store behind a fat woman using food stamps and her 8 fat kids? Their cart is full of chips, sodas, snack cakes, cookies, frozen pizzas, frozen french fries, candy, canned spaghetti/ravioli/beefaroni, and whatever other junk requires little to no effort to cook. The closest thing they have to a vegetable is usually a bottle of ketchup. If you try to talk to her, she will tell you she can't get up and cook due to her diabetes, high blood pressure, chronic knee and back pain, bad kidneys, and other obesity related health issues. So she feeds her kids a bunch of junk and raises another generation that's too fat to work.
So here's an idea - why don't we stop them from buying soda, candy, cookies, and junk food with food stamps? They have little to no nutritional value.
But if we did, the kids would just go hungry because mama still wouldn't get off her fat butt and cook, right?

Itsahemi....
By avatar | 04/18/10 - 09:09
You've hit the nail squarely on the head.
And in addition to your suggestions, how about this one: Make dried beans free. To anyone, anytime, in any amount. It would, of course, be federally subsidized. This cost of this giveaway would be offset by the elimination of food stamps, SNAP, AFDC and other food giveaway programs.
Beans are a great source of protein. To those who were absolutely in dire straights, they could subsist entirely on the beans themselves. To those who might actually have some small degree of initiative, they could buy some meat to cook with their beans, and be rewarded with not only nutritious, but tasty, meal.
"Little more can reasonably be aimed at, with respect to the people at large, than to have them properly armed and equipped."
--Alexander Hamilton

Back in the day
By educ8er | 04/18/10 - 09:19
Before food stamps people were given rations based on family members. Flour, cheese, peanut butter, lard, dry milk, and some other goodies that I cannot recall. This was the same material, at the time, the military used to feed the service members.
Of course, the other side of this is not about the food necessarily as much as the position assumed by many (read sitting). I must admit though, in some communities people fear leaving their homes for long periods (including shopping) and simply walking through their community.
What are you doing today to improve yesterday?

No Paradox at All
By LukyLarry | 04/18/10 - 09:27
Most people that are poor are also lazy. Why would you expect them to learn how to eat well - they haven't the discipline to earn a living. Why would eating good be important. And before you bleeding hearts whine - I said most - not all poor people - there are exceptions. However, most people are poor as a result of the bad choices they have made in life. Usually starting with not getting educated because it was more fun not to pay attention in school. And finally for you libs a subject you care about - most smokers are poor so shut up. n If you have spent as much money making sure people got educated as you have to make sure they don't smoke you may have made a difference.

food
By grizzly | 04/18/10 - 11:12
It is cheaper to eat real meat and vegetables from grocery stores than from fast food restaurants. Do the arithmetic. I know that's on the FCAT so there is no excuse. It is simply laziness, advertising, and ignorance that keeps people daily in the Big Mac & fries line.

Too many Americans are well
By takerespon | 04/18/10 - 11:25
Too many Americans are well fed yet undernourished. This article is just the same old liberal excuse making BS! For the large majority of people if you are obese it is because of the personal CHOICES you make. Too many people make the choice to eat fast food, processed foods, drink excess alcohol, and other crap. And to blame it on gym membership? Last time I checked roads and sidewalks are free to walk on. I know someone will say "well some people live in unsafe areas". Okay then get your butt in a car and drive to the local mall. There you have a safe and air conditioned area to walk walk walk to your heart's desire. I made the choice to stop eating junk and to exercise many years ago. I also know many who at one time were overweight and made the choice to do the same and are now in great shape. We live in the age of not taking personal responsibility for one's actions. It's always someone else's fault there is some excuse.
steven weber

no grocery stores.....
By mikey | 04/18/10 - 12:18
No grocery stores in their neighborhoods? Even the Asian markets have closed. Why do you reckon that is?

@LukyLarry
By Amanda Winkle | 04/18/10 - 12:19
Your comment got posted twice, so I took down the duplicate. Just wanted to let you know.
Thanks for using Jacksonville.com,
Amanda Winkle
Digital Media Homepage Editor
amanda.winkle@jacksonville.com

Food costs
By Jeremy Cox | 04/18/10 - 12:37
Hey, this is Jeremy, the T-U's health reporter. I just wanted to jump in here and provide some extra information for the discussion.
It does sound counterintuitive at first: If one is poor, how can they be obese? Some of these comments have argued that healthy foods are cheaper than those that are calorie-dense. Deirdre correctly notes this isn't so, and here's some extra proof from those food nuts at the USDA: http://www.csrees.usda.gov/newsroom/impact/2008/nri/03191_food_prices.html
The linked USDA article cites a study that found that it costs not quite \$4 a day to get 2,000 calories (the daily recommended amount) of what is essentially junk food and \$36 and change for low-calorie foods. Not cheap at all.
Yet, as Deirdre's story explains, paradoxically you're less likely to feel filled up on that high-calorie diet. You can buy more, but you don't get more. Consider this scenario: You go to McDonald's and order a Big Mac (sans cheese). That's 576 calories. You've just consumed more than a quarter of your day's calories. And, if you're like most people, you'll still be hungry and want to supplement that with some fries (conveniently, fast-food restaurants recognize this and offer sides as part of combo meals) because you don't feel filled up.
Now, if you'd eaten a turkey burger with tomato zest and lettuce (sans bun), you've only consumed 150 calories. Naturally, you'll want some sides with that. But even if you throw in the fries, you've already got a 400-calorie advantage over the Big Mac meal. And that turkey burger with the zest will be pretty much just as filling in the end.
One last thing, and it has to do with exercise. One commenter notes that if your built environment doesn't include sidewalk (Jacksonville last year was rated America's least walkable city, so that may be a lot of us), you can simply drive to the mall and walk there. For many of us, that's a great idea. But some folks don't have cars and don't live close enough to bus stops. So, it bears noting that that's not an option for everyone.

Uneducated, unmotivated people will struggle to get by.
By lendlb | 04/18/10 - 01:56
It's been that way for my 50+ years, I doubt it will change.

Someone from the government is here to help...
By Humbug | 04/18/10 - 02:29
Once more, government involvement is a pretty big part of this problem.
Here is a great article: <http://economix.blogs.nytimes.com/2010/03/09/why-a-big-mac-costs-less-th...>
The point is simply that due to government subsidies, the healthiest foods are the ones that cost the most to produce. We don't need that kind of help.
Generally a good article though.

Interesting on many levels
By Prometheus | 04/18/10 - 02:50
I've observed the price points in many of these neighborhoods cause most businesses to close except the Beer /Liquor Store / Convenience store type businesses. Sin stocks(alcohol and tobacco) are well known as recession proof business because people feel that little "comforts" are justified despite how they fare.

Even amongst core restaurants, most cant keep prices low enough to stay open because there base consumer cant afford to eat out. Only fast food restaurants can do so and even then not many. Those who offer \$1-2 items can stay those who offer \$4-5 items cannot. Lack of businesses mean lack of jobs and thus more poverty. Transportation does factor into access to buying healthy foods. Here's an itchy question Ive always wondered about. With many tracts of land that no one is doing anything except Habijax homes which are in abundance right now, why doesnt someone convert those back to agricultural use and sell direct in those neighborhoods. It takes 3/4 acre to feed a person a year. Chum for the thinkers waters.... As a civic minded person there has got to be a solution other than raising taxes and spending money....teach someone to "farm".

Gargen
By Jaxsmallfarmguy | 04/18/10 - 03:37

There are very few people that live someone where they can't grow some type of food even in condos. IF you have any type of yard..there is no reason for anyone to go hungry. I have a tiny lot in riverside and i've not bought a veggie in a few years. Instead of the pretty flowers that need lots of fertilizer. All it take is a little sweat and a little reading. Right now there is corn, potatoes, lettuce, tomatoes and peppers, herbs , fruit trees and collards. You just have to rethink what is beautiful in your yard. I get a new look about every 3 months the way i garden. I get bored with the same plants all the year. So i'd like to take you all to a task...replace 3 plants in your front yard with something you can eat. Most mature in a few months so the wait is'nt so bad. Here in riverside most of the houses came with fruit and nut trees. There are probably 10 pecan trees on my block that are all about 30 years old and produce wonderfully. Back then most people planted things that could be used primarily to eat and the beauty came in second in the decision. We live in florida people. We can grow all year long. Have a great day and get out there and grow.

Oopps
By Jaxsmallfarmguy | 04/18/10 - 03:41
I ment "Garden" in the title.

It was called,
By nativeborn | 04/18/10 - 04:02
the commodities program educ8tor and it was the predecessor to food stamps. Take a look at the old parts of town. I recall the Springfield area used to have little Mom&Pop grocery stores that sold dried beans, assorted canned goods, in season vegetables, some meat (pork, chicken, fish & beef) ,fresh milk in glass bottles that were seldom a mile apart. One of the "first" northside shopping centers was Pearl Plaza on Pearl St. @ 44th St. that featured an A &P chain grocery. As the number of new places called "minute markets", 7-11s increased in the early 1960s those little neighborhood stores closed. One of the best places I remember was Carter's Fruit Stand near 42nd and Main St. that almost had most of what a grocery store would have. Then "suburbia" started and Gateway was built with a Publix and dozens of smaller shops. Dunns Ave. was "rebuilt" going west from Main St. and a shopping center was built (a Colonial Grocery Stores and a drug store with an actual soda fountain) to supply the households of the Highlands subdivision. Before this "new mobile society" I recall people walked to these little stores, neighborhood pharmacies, ice cream shops, movie theaters. Much of this was the same too in the Murryhill / Avondale neighborhoods. Similar stores could be found going out Beaver St. and Kings Rd. for Durkeeville and other northwest neighborhoods. I bet old Arlington had its own establishment as well. I have no medical facts, but it seems cancer and obesity rates have both swelled since we have been eating processed and preserved food almost exclusively since the 1960s. Who really believes we are supposed to eat food that has potential for a 5 year shelf life ? Congratulations to the urban farmers!

Sorry Jeremy but if someone
By takerespon | 04/18/10 - 06:30

Sorry Jeremy but if someone doesn't have a car there is something called bus service that goes to every mall in the city. If someone truly wants to get exercise there is always a way. Some of the most obese people live in rural areas where there are plenty of places to walk and get exercise. Please quit making excuses which just aids and abets behavior. Most people who are overweight are so because they don't show constaint in how much they eat. I have watched people at the all you can eat buffets chow down much more food than their bodies could ever need not to mention dessert which is an absolute non necessity.
steven weber

Eating and food
By Jaxsmallfarmguy | 04/18/10 - 07:40

Peoples reationship with food is such a personal and diverse subject. Mostly learned from the parents, what we eat depends on so many things. One fact is for sure if something does'nt change we're in for a world of fat lazy people. We have come from a country where the majority of our food was grown close to where you live so it was more fresh. I think like 40% of people grew their own food or was in an agriarian job of some sorts. Today i heard it was like 2%. This is our issue. Until we get back to somewhere close to that number we are doomed to repeat what we've done which is'nt working. So many children are being raised to think that working with your hands is a subhuman job or task. I know so many teens that would'nt be caught dead picking peas in a field. Learning about nature and all it has to offer could be the key to getting kids and people into eating better. There are empty lots in every city that are sitting empty waiting for something to be grown. How many of you out there that have an piece of land you're not using. Well. Let someone put it to use. Volunteer a piece of that lot to someone for a garden. It brings people together and we all learn something about nature and eachother.

poor but fat
By chicagojax | 04/18/10 - 08:05
on our tax dollars. I'd like to keep that money, and let them lose some weight, diabetes, and medicaid tax dollars. Goes hand in hand.
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Its called High Fructose Corn Syrup
By DPM5678 | 04/18/10 - 09:44
I prefer sugar myself..
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Corporations...
By Jaxsmallfarmguy | 04/19/10 - 06:59
Large corporations are mostly to blame for creating foods that can last for years. That's not what our human bodies were made for. Real live food is what we need. The our states and government allow companies to creat and sell such awful unhealthful foods. I think they should be taxed at the highest of all foods. No taxes on fresh food and a 20% tax on processed foods. That should help. Doing this might change some people minds because it seems the only way to change peoples behavior is to hit them in the wallet. Seems to be the only thing people really care about. Another idea is that the city and state banning all new stores that don't offer fresh food. The maddness of the convientient store is killing us all. Renew no business liscenses that are food stores that don't offer fresh foods.

Wow, so much hate
By Sheva_Bree | 04/19/10 - 08:30
What do you do when you're too poor to afford the bootstraps to pull yourself up?
The person who suggests those in crime ridden areas just get on the bus and go to the mall to exercise must not ride the bus very often. A bus won't take you door to door where you want to go. You go where the bus goes. And that can mean that even if something is only 5 miles from your home, which is about a 15min or less drive, you may very well be in for an hour + multi-bus ride to get there. Not only that, if they are too poor to afford a car or a cab, what makes you Mr Commentator think they can afford a frivolous bus ride just to walk around in circles? May I also recommend some of the posters here google Maslow's hierarchy of needs. When you are living in true poverty, in a dangerous neighborhood, things like walking around in a mall for exercise aren't as important.
Now let's say our poor person has found a job. Poverty stricken neighborhoods are by definition lacking employment opportunities. So that means our poor person is riding the bus to and from work, or if they are lucky they have an old beater of a car. Their commute is probably an hour or more one way. So even if they are lucky to have a full time job, something that is fast becoming a rarity. They are spending a significant part of their day commuting. Now add a tiring commute, on a bus, to an 8hr or more day of hard work. Perhaps on their feet all day doing the grunt work our cultural elites look down upon and where are they supposed to take the time to exercise? Being among the working poor now their job won't offer benefits like gym memberships, and they are most likely living pay check to pay check, which means even the work they are doing is barely if at all covering their expenses.
What I am trying to get across boils down to this. When you are unemployed, exercise doesn't seem important. Your mind is too focused on providing those basic needs such as food, clothing and housing to worry about how much you weigh. When you are among the working poor you are still struggling with those baser needs and add to that less free time. Spending free time aimlessly walking or going to a gym are something only those who are financially able to cover their basic needs are able to do. I won't say that there are no people living in poverty who exercise. That would be a false assumption. I am simply stating that for many who live in poverty, exercise isn't as important as the worry about keeping the utilities on for another month.
There are so many other false assumptions I could tackle in the previous comments. But I think I'll leave it at this. I just have one last thing to say. Your anger is misdirected if you are upset over government spending for foodstamps. The United States ranks well at the bottom internationally as far as social safety nets available for the poor. Compared to other equally developed countries, and even some less developed countries our waistlines are growing, our health is growing poorer, and our life expentancys are declining.
But who is really to blame for this? Why blame the poor? Are they the ones spending millions every year lobbying congress? Are they the ones taking members of congress on private planes to resorts to wine and dine to get their agenda's seen to? Are they the ones funding 'astro-turf' organizations among the middle class?
Folks are looking in the wrong direction. Middle class wages are stagnate. Those in poverty are sinking even lower. But the top 1% hold 35% of all privately held wealth. The top 25% holds half. What does that leave for the rest of us? And do you really think they are going to share?

Accountability
By southbound | 04/19/10 - 09:48
OMG, another excuse.

March 2, 2010

'Embracing a Healthy Florida' targets childhood obesity

BY CARA BORUCH-DOLAN • DEMOCRAT WRITER • MARCH 2, 2010

Baggy jeans worn by youths may not be simply a matter of style these days. Oftentimes youngsters are wearing them to accommodate their adult-sized waistbands.

According to the Blue Foundation, more than 32 percent of children ages 10-17 in Florida are either overweight or obese.

The Blue Foundation — a division of Blue Cross, Blue Shield Florida — has initiated a program to tackle childhood obesity.

Called "Embracing a Healthy Florida," the program was started last fall. Tallahassee is one of five cities the Blue Foundation has targeted statewide.

A community meeting to organize local groups already taking part in Tallahassee's fight against childhood obesity was held Monday at the Civic Center. Since 2009, the program has focused on making the fight against childhood obesity a priority for the uninsured and underprivileged.

"Students spend 7.5 hours a day of screen time so this has been a hard culture to change," said Sheila Costigan, executive director of the Foundation for Leon County Schools.

The Blue Foundation, blessed with an \$8 million grant, is working on identifying specific projects for Tallahassee. Grant money has already been dispersed to Jacksonville and Miami projects.

The foundation hopes to make healthy living easy and enjoyable for kids.

"We want to see what we as a community can do to help affect change," said Susan Towler, executive director of the Blue Foundation.

<http://www.tallahassee.com/article/20100302/NEWS01/3020311/-Embracing-a-Healthy-Florida--targets-childhood-obesity>

'Embracing a Healthy Florida' targets childhood obesity

By Cara Boruch-Dolan
DEMOCRAT WRITER

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Please see **OBSITY**, 6A

OBSITY

From Page 4A

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Growing Food Gardening Dreams in Tallahassee

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Childhood Health-- Another Food Movement Component

Health-- especially with a focus on childhood health-- is another thriving component of the food movement that I have yet to mention.

My primary link into this emerging expression of the food movement is Jan Daly who works with the Leon County Health Department. I put in a garden at Jan's house last December. While digging in the dirt together, we share our dreams of community gardens, widespread access to fresh, affordable food. Somewhere amidst the conversation, she told me about her participation with **HEAT, Health Equity Alliance of Tallahassee**.

HEAT, co-founded by Miaisha Michell (with the Greater Frenchtown Governors Revitalization Council) and Lance Gravlee (Medical Anthropologist from the University of Florida) is interested in the distribution of health in Tallahassee. Which communities are the most healthy? Which the least? From that starting point, they're looking at why some communities are less healthy than others. Is it medical care? Stress? Economics? Access to healthy food? This is the point at which the food council comes in.

The Food Council, acting under the auspices of HEAT is drawing together the health care community, including health departments as well as organizations and institutions working on childhood obesity and diabetes in addition to community and school garden folks like the **Damayan Garden Project**. There are more collaborators; that's who I remember for the moment.

I attended a Food Council meeting in the middle of February. Mark Tancig, board member of Damayan presented on best practices of Food Policy Councils from around the country, highlighting the work being done in Atlanta and Vancouver. After Mark's piece, I presented on some of the best food access/community gardening practices around Tallahassee and the greater Southeast. At the next meeting, the Council will decide how to move forward with additional research about food access and what steps the Council should undertake and advocate to make healthy, affordable food within reach of the entire Tallahassee population. And note, their inspiration is coming primarily from health-- especially childhood health.

One last piece that I'll share with you at this point:

Today I attended a community meeting hosted by the Blue Foundation. It's part of their **\$8 Million Initiative to Address Childhood Obesity**. Their aim is to build off of local successes and programs to address the growing epidemic of childhood obesity. Closely tied in with obesity is childhood diabetes, or **Type 2 Diabetes** which recently had to be renamed from "Adult Onset Diabetes" because so many children were contracting the disease. Present at the meeting were all kinds of folks from health departments, the Department of Transportation which is looking at walkability and bike lanes, nonprofit activists, disability nonprofit employees, volunteer organizations, university professors and programmatic representatives, as well as day-care/Head Start directors, etc. Every break-out session that I heard about talked about the importance of growing food, community gardens, farmers' markets, etc.

This is an important segment of the food movement. Their work, my work, our work... is healthier kids, healthier communities via good food and physical activity.

Posted by aka Nathan Ballentine on **3/01/2010**

<http://maninoveralls.blogspot.com/2010/03/childhood-health-another-food-movement.html>

March 1, 2010

The Blue Foundation for a Healthy Florida tackles childhood obesity

The Blue Foundation for a Healthy Florida today convened a Tallahassee community meeting on child obesity, the rate of which has more than tripled in America since 1980. In Florida, 32.5 percent of children ages 10 to 17 are overweight or obese.

The Blue Foundation, the philanthropic affiliate of BCBSF, is compelled by the serious and widespread threat of the obesity epidemic for children, families, communities and the health care system. Today's meeting is one of the many tactics being implemented as part of The Blue Foundation's Embrace a Healthy Florida initiative.

Because of the rising numbers of children considered to be overweight or obese, The Blue Foundation launched its Embrace a Healthy Florida initiative in 2008, a statewide strategic effort to address the causes of childhood obesity through public-private partnerships. These partnerships are forged with nonprofit, nongovernmental agencies, governmental agencies and leaders who are currently engaged in activities that address childhood obesity.

"We must take action beyond traditional nutrition and fitness programs," said **Susan Towler**, vice president of The Blue Foundation. "Through strategic philanthropy, Embrace a Healthy Florida is committed to working with community stakeholders to foster environments that promote healthy lifestyles for children."

The statewide initiative supports community-based programs that promote change in families and parenting, childcare centers and schools, neighborhood recreation opportunities and other influences on the accessibility of healthy food and physical activity. Focused on the Jacksonville, Miami, Orlando, Tampa and Tallahassee regions, the three-phase effort provides grants to nonprofit organizations, funds research and fosters community collaboration.

Along with numerous physical health risks, overweight and obese children are shown to suffer higher rates of depression, greater difficulty in peer relationships and poorer quality of life than their normal weight counterparts.

"Instead of several segmented strategies, Embrace a Healthy Florida brings together resources from numerous factions," said Towler. "This enables the initiative to

The Bridge garden grows, thanks to \$10,000 Blue Foundation grant

The last time you heard from The Bridge, our Garden was just getting started. Now, our Bridge garden is not only growing fruits and vegetables, but growing in size. The Bridge was awarded a Community Grant for \$10,000 from The Blue Foundation for a Healthy Florida. The Bridge has been participating in the Healthy Jacksonville Childhood Obesity Prevention Coalition for over a year and the grants were offered by The Blue Foundation to support the efforts of the coalition. Our lead volunteer and Springfield resident, Dan Branford used grant funding to double the size of the garden and also included a storage shed, two palm trees, two benches and lots of lettuce, tomatoes, onions, broccoli and more!

The Bridge has begun a series of six-week garden classes, nutrition work-

shops through a partnership with War on Poverty and field trips including Hightide Burrito and Uptown Market. The purpose of the classes is to expose children to fresh fruits and vegetables learn healthy eating habits and eventually develop a healthier lifestyle.

"The Bridge garden is so important because it is hands on. Our children can see the process of growing something from a seed to its fruition. The experience exposes our children to fruits and vegetables which make them want to eat healthy foods," said Davy Parrish, CEO/Founder of The Bridge.

Yet, the garden is also expanding to the community. Every second Friday beginning in November, our Bridge children have been selling the food they grow to the Springfield commu-



Above: Volunteer Dan Bradford works with two Bridge students, planting seeds for The Bridge winter garden.

nity in their own Farmer's Market. With the assistance of Dan Bradford, our children price and display the produce making them not only knowledgeable about healthy eating but about basic business principles and entrepreneurship. Their efforts are paying off! Our entrepreneurs have net profits over \$100.

We will continue these workshops, classes, field-trips and farmer's market six weeks at a time with our different programs including the Learning Center, North Shore Elementary School TEAM UP and the Weaver Zone Teen Center.

February 18, 2010

Community

The healthy cook-off

By AIDA MALLARD

Special to the Guardian

Published: Thursday, February 18, 2010 at 6:01 a.m.

Last Modified: Wednesday, February 17, 2010 at 4:43 p.m



BRAD MCCLENNY/Special to the Guardian

Twenty chefs representing five churches faced off in a Healthy Vegetable Cook-Off, but in this contest everyone was a winner. Gone was the ham hocks in the collard green. Ditto for the sausage in the red beans and rice. Spaghetti squash replaced pasta.

And all of the 21 dishes were cooked low in sodium and sugar, with no fat, but with plenty of taste. All of the chefs received certificates, ribbons and cash awards.

The cook-off was held last Saturday at the Mount Carmel Baptist Church Fellowship Hall.

The chefs were participants in the Health Smart Church Program at Hope to the World Church, First Missionary Baptist Church, Ft. Clarke Missionary Baptist Church, Bartley Temple United Methodist Church and Mount Carmel Baptist Church.

The cook-off was judged by a panel that included a county judge, university professors, nutritionists, fitness counselors and more. Those attending also tasted the dishes and cast a ballot for their favorites.

Sean Spence, director of research communication and operations, said the cook-off included an objective component that looked at the nutritional value of the dish and a subjective component that looked at the tastiness of the dish.

The cook-off was one of the components of the Health Smart Church Program, a research program led by principal investigator Dr. Carolyn Tucker, a professor and health researcher in both the Department of Psychology and the Department of Community Health and Family Medicine at UF. The program is funded by a grant from the Blue Foundation for a Healthy Florida, a foundation that is committed to improving health in Florida's communities.

Tucker said the goal is to get participants and their families to increase health smart behavior by cooking more raw vegetables and vegetables cooked in a healthy manner and exercising. She said participants are already showing a decrease in their body mass index, which is a statistical measure of the weight of a person scaled according to height.

"We are trying to learn what are the motivators and what are the barriers to a healthy lifestyle, and then we can implement strategies to overcome barriers," Tucker said. "We're focusing on stress and depression because we know stress and depression are associated with overeating as a way of coping."

The program targets African-American women who have high blood pressure, are in danger of developing hypertension, and or are overweight or obese. She said a child or other family member also participates in the program with them.

Chef Sylvia Hayes said participating in the program has changed the way she cooks. She now uses olive oil instead of butter and smoked turkey instead of pork. "I don't have to worry about getting a heart attack and it's tasty," Hayes said. "And it still keeps the soul in the soul food."

Lisa Wallace, a participant from First Missionary Baptist Church, said she didn't enter a dish in the competition, but she and her family are benefiting from the program.

She said cutting down on sugar is helping her husband who has diabetes lower his glucose level, and her son, who is autistic, is now a lot calmer. "It has been a lifestyle change for me," Wallace said. "This program is a great motivator."

Walter M. Green, an Alachua County judge, who served as one of the judges for the cook-off, said he is a diabetic. "I enjoyed sampling great food and not having to worry about my blood sugar," Green said. "The food is great and the chefs have a nice twist on a lot of traditional foods."

For more information, call 352-273-2167.

<http://www.gainesville.com/article/20100218/GUARDIAN/2181034/1002?p=1&tc=pg>

2008-2009 Year In Review

Fiscal Agent – Healthy Jacksonville Childhood Obesity Prevention Coalition – Grant funded by the Blue Foundation of Florida

Healthy Jacksonville Childhood Obesity Prevention Coalition, in partnership with the Duval County Health Department and the HPC received \$46,526 in seed funding from the Blue Foundation of Florida to coordinate local efforts to address the causes of obesity of children and their families and to expand and enhance current local efforts to address obesity prevention in Jacksonville. HPC served as the fiduciary agent and helped facilitate the development of the Plan and expansion of the Coalition in conjunction with DCHD and the Childhood Obesity Prevention Coalition leader. The Coalition developed a Community Call to Action report that contains a plan for the community to address childhood obesity through a variety of sectors and spheres of influence. The Blue Foundation for a Healthy Florida has released additional funding opportunities through the calls to action detailed in this action plan.



JAGUARS NEWS January 21, 2010

War on Poverty-Florida receives \$20,000 grant

The War on Poverty-Florida has received a \$20,000 grant from the Jaguars Foundation in partnership with Baptist Health. The grant dollars were awarded in support of War on Poverty-Florida's initiative to combat childhood obesity through its flagship Build a Healthy Community Childhood Obesity Prevention Project in Jacksonville.

The Build a Healthy Community: Childhood Obesity Prevention Project is a three-year initiative aimed at reducing the prevalence of obesity and health-related issues among youth and families in northwest Jacksonville. Key components of the project initiative include creating access to nutrition education and fresh foods, providing opportunities for urban/community gardening, encouraging increased physical activity and education on budget shopping.

Since the February 2009 inception of the project initiative, War on Poverty-Florida has provided nutrition education to over 1,200 youth, engaged in a pilot nutrition education program at Brentwood Elementary, and completed a multi-phase seasonal community garden in a Brentwood neighborhood.

The grant from the Jaguars Foundation and Baptist Health will support the development and implementation of community gardens with three of the War on Poverty-Florida's community partners in northwest Jacksonville, including Brentwood Elementary School and Eugene Butler Middle School.

Baptist Health and the Jaguars Foundation are partnering together to provide more than \$500,000 in grants to help promote physical activity and healthy eating habits in order to reduce childhood obesity in Jacksonville. War on Poverty is the partnership's newest grantee.

"We are pleased to support the War on Poverty-Florida as they serve youth and families in critically important neighborhoods in our community," remarked Peter Racine, Executive Director of the Jaguars Foundation.

Michael Lanier, Vice President for Community Health at Baptist Health, added, "Education about and access to foods that provide proper nutrition and good health are important in helping our future generation reach their full potential."

About the Jaguars Foundation:

The Jaguars Foundation focuses on strategic grant making, networking, and volunteer support to serve economically and socially disadvantaged youth and families in the greater Jacksonville area.

About Baptist Health:

As the region's most comprehensive health care provider, our talented and compassionate employees are committed to providing medicine, education, research, technology and information that translates into a daily demonstration of our ability to provide excellence and support to our community. Baptist Health is the official Jaguars health provider.

About the War on Poverty-Florida:

War on Poverty-Florida, Inc. is a nonprofit organization committed to the revitalization of minority communities in Florida. Through work in targeted Florida communities, War on Poverty-Florida endeavors to help reduce poverty and racial inequality, close the wealth gap and ensure minority voices are heard in major policy debates.

The Build a Healthy Community Childhood Obesity Prevention Project (BHC), was originally funded in part by grant from The Blue Foundation for a Healthy Florida, Embrace a Healthy Florida initiative. For more information visit www.waronpoverty.org.

Printed from: <http://www.jaguars.com/news/article.asp?id=8683>



January E-News

New Beginnings

Happy New Year! We're excited to bring you our first email newsletter and highlight new projects and changes for 2010. Join us in welcoming Karen Phillips to the team as our new Project Coordinator and Policy Analyst in the Miami office; and as we say goodbye to Mandy Hood who has accepted a position as a Union Organizer in Pennsylvania. [Read more >>](#)

Planting Seed and Growing Community

We are excited to announce two new gardens that will begin sprouting in northwest Jacksonville this spring! Through the Urban Agriculture Initiative of our Build a Healthy Community: Childhood Obesity Prevention Project, we are working through the planning stages of school-based gardens at Brentwood Elementary and Eugene Butler Middle School. We recently received a grant from the Jaguars Foundation and Baptist Health to begin the garden projects.

Donations are still being accepted for garden tools and seeds or starter plants. Contact us at 904.766.7275 to donate!



Building a Healthy Community - Miami/Opa-Locka

Thanks to initial funding from the Blue Foundation for a Healthy Florida, we are pleased to announce the launch of BHC Miami/Opa-Locka! We are partnering with Florida Memorial College to engage the community in a gardening and health awareness program beginning this spring. [Read more >>](#)

<http://waronpoverty.org/EncouragingHealthyLiving/tabid/74/Default.aspx>



Healthy Lives Healthy Community

Health and health related diseases affect the overall economic stability of a community. For a community to thrive, the residents living there need to be healthy and able to work or earn a living. We promote healthy and active lifestyles as a means to complement activities in wealth building.



Learn more about our [Build a Healthy Community: Childhood Obesity Prevention Project](#).

In 2009, we began a focus on nutrition education for youth and community gardening in Jacksonville. We will begin community gardening and nutrition in Opa-Locka in spring 2010 thanks in part to a grant from The Blue Foundation for a Healthy Florida, Embrace A Healthy Florida initiative.

<https://app.e2ma.net/app/view:CampaignPublic/id:1403540.6588882227/rid:9ff30a566e9c4270baaa81d5244c7b45>



WAR ON POVERTY

Build a Healthy Community Childhood Obesity Prevention Project

In February 2009 War on Poverty-Florida launched a three-year project initiative aimed to reduce the prevalence of obesity and health related issues among youth in Northwest Jacksonville. The Build a Healthy Community – Childhood Obesity Prevention Project (BHC-COP), funded in part through The Blue Foundation for a Healthy Florida, Embrace a Healthy Florida initiative. The BHC-COP is an awareness campaign designed to promote active lifestyles and healthy eating habits for youth and their families.



War on Poverty Florida, in partnership with the Pearl Nutrition Services site of Duval County Health Department's Community Nutrition Services Division, Healthy Kids Healthy Jacksonville Coalition, Commit2B Fit, University of Florida Nutrition Education Students, IFAS and Urban Agriculture Divisions, University of Florida Pediatric Education Division, Women of Color Cultural Foundation and the Student Conservation Association along with faith-based and community-based collaborative partners are working together create empowering nutrition education and gardening education, access to fresh fruit and vegetables, and :

- Increase nutrition & health education through targeted outreach strategy and education programs
- Increase community garden and urban agriculture programs to create alternative food source, and increase the capacity for community and cohesive communal social networks, parental involvement and entrepreneurship to serve a health need.
- Provide healthy eating education classes that include food preparation and budget shopping activities with nutritionist, interns and/or community health educator, field trips to farmer's markets and food preparation demonstrations, gardening and environmental educational and physical activity programs.
- Engage youth in service learning activities around nutrition education, physical activity, meal preparation, urban agriculture and community gardening.
- Introduce opportunities for youth and teens to become engaged in the awareness campaign through participating in the development of youth-led messages and activities, volunteerism, service learning, leadership and civic engagement, community health and environmental education.
- Provide residents and youth with garden programs to help learn new skills and build self esteem and self sustainability, leadership and financial management skills while planning and developing community gardens.

Community Strategy

Healthy Kids, Healthy Jacksonville – A Community Call to Action to Reduce Childhood Obesity. (link to Healthy Kids, Healthy Jacksonville report). The War on Poverty-Florida has accepted the Call to Action in partnership with Healthy Kids, Healthy Jacksonville and other public/private partnerships to advance strategies that support the following:

1. The Built Environment – to increase investment in neighborhood infrastructure with emphasis on divested neighborhoods, increase development of mixed-use land areas that provide affordable housing and commercial space options, incorporate "smart growth" strategies into revitalization efforts; increase investment in sidewalks, bicycle paths, street lights and urban agriculture.
2. Engage Schools to advance and increase the implementation of comprehensive health education in grades PreK-12 to increase health literacy, encourage and provide opportunities for safe structured physical activity through school based gardens, and incorporating staff and student wellness initiatives; engage parents and caregivers in advocating for their health and wellness programs in schools.
3. Engage Early Childhood advocates and providers to advance healthy eating and active living and to disseminate healthy eating and active living education and information through child care provider education and early childhood nutrition education activities.
4. Engage Community, Faith and Youth organizations to identify peer educators and provide train-the-trainer program for healthy lifestyles and programming that reinforces the core message of prevention.
5. Implement a partnership with a school to support healthy living and parental support efforts; create and implement youth-led peer involvement campaigns that address healthy eating and active living; encourage partnerships to support breastfeeding awareness, education and promotion; engage parents and caregivers in educational activities that teach how to advocate for their health.

<http://waronpoverty.org/BuildaHealthyCommunityProject/tabid/80/Default.aspx>

Duval County Public Schools
Duvalschools.org
January 2010

Spotlight On Education

Brentwood Elementary Students Commit to Live Healthy

The War on Poverty-Florida, Commit 2B Fit, Chartwells-Thompson School Dining Services, Duval County Public Schools and the Jaguars Foundation are working together to encourage Brentwood Elementary students to live healthy and productive lives.



"Commit 2B Fit," the new pilot nutrition education program officially introduced to the first and second-grade students during a special assembly, is designed to increase awareness and provide students with instruction on food selection and healthy eating habits.

Special guests for the event, including Jacksonville Jaguars player Rashad Jennings, Jaxson de Ville, members of The Roar and the Chartwells-Thompson mascot, encouraged students to be physically fit and live a healthy lifestyle.



The pilot nutrition education program at Brentwood is an extension of War on Poverty-Florida's Build a Healthy Community Childhood Obesity Prevention Project (BHC), funded in part by grant from The Blue Foundation for a Healthy Florida, Embrace a Healthy Florida initiative. The BHC Project is an awareness campaign designed to promote active lifestyles and healthy eating habits for youth and their families. For more information, visit www.waronpoverty.org.

For more pictures of the Commit 2B Fit event at Brentwood, visit the [DCPS' flickr Photostream](#).

http://www.duvalschools.org/static/contact/communications/spotlight/2009/spotlight_1001.asp

Special

news@pontevedrarecorder.com

It's widely known that childhood obesity is a serious issue across the United States. In Florida, 32.5 percent of children ages 10-17 are overweight or obese. Children and families with low socio-economic status are disproportionately affected by the disease.

To combat childhood obesity among this vulnerable population in St. Johns County, The Blue Foundation for a Healthy Florida recently provided a grant to The Institute of Food and Agricultural Sciences (IFAS) to support elementary schools where more than 50 percent of children qualify for free or reduced-price lunches.

Now, more than 2,000 elementary-aged children living in St. Johns County are learning healthy habits early in life through a comprehensive, kid-friendly program called OrganWise Guys. By focusing on maintaining a low-fat diet high in fiber, drinking lots of water and exercising regularly, the school-based program works to reverse and prevent obesity. The Blue Foundation's grant is being used to purchase Food of the Month (FoM) kits.

FoM kits contain information about healthy foods and food groups, monthly parent newsletters, student activity packets, cafeteria cards and posters and healthy handouts for par-

ents, teachers and staff. To reinforce classroom lessons, school cafeterias serve FoM items as part of the regularly-served lunches.

The Webster School, South Woods, Crookshank, Osceola and Otis Mason elementary schools are all incorporating the kits into their wellness policies.

"Bad habits are easier to prevent than to break," said Susan Towler, vice president, The Blue Foundation for a Healthy Florida. "By teaching children how to live healthy lifestyles before they become accustomed to sedentary routines and junk food consumption, OrganWise Guys helps to prevent serious health problems down the road."

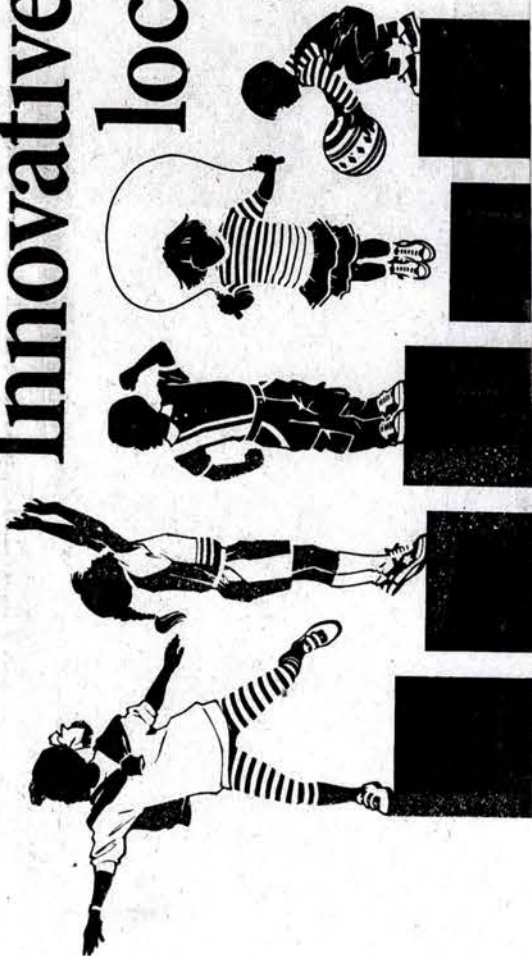
The \$100,000 grant is part of The Blue Foundation for a Healthy Florida's statewide initiative, Embrace a Healthy Florida, to address the causes of childhood obesity. In addition to St. Johns and Flagler counties, funding will bring FoM kits to schools in Miami-Dade, Flagler, Brevard, Broward, Orange, Putnam and Osceola counties.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of BCBSF incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Asso-

ciation, an association of independent Blue Cross and Blue Shield companies. For more information on The

Blue Foundation for a Healthy Florida, please visit its Web site at www.bluefoundationfl.com.

Innovative program to help
local kids eat healthy
and stay fit



Jacksonville.com/Florida Times-Union
December 18, 2009

Junior League wins a grant

The Jacksonville Junior League in Riverside is one of 17 organizations to receive a Healthy Kids, Healthy Jacksonville community grant to combat childhood obesity.

The Junior League will use the funding, about \$945, to provide nutrition education and healthy snacks to the students of Annie R. Morgan Elementary School. It is part of a statewide initiative called Embrace a Healthy Florida of The Blue Foundation for a Healthy Florida, according to a news release.

Embrace a Healthy Florida supports community-based programs that promote change in families and parenting, child care centers and schools, neighborhood recreation opportunities and other influences on the accessibility of healthy food and physical activity.

According to the National Initiative for Children's Healthcare Equality, 32.5 percent of children living in Florida are overweight or obese.

"We awarded these grants to help our community respond to the action steps outlined in the report," said Susan Towler, executive director of The Blue Foundation for a Healthy Florida. "We are excited to be a partner in this community-wide effort to eliminate this widespread threat to children, families, communities and the health care system."

**E-mail items about Ortega, Riverside, Avondale and surrounding areas to mary.
maraghy@jacksonville.com, fax to 359-4478 or mail to The Sun, The Florida Times-Union,
P.O. Box 1949, Jacksonville FL 32231.**

Mediscopes

ST. VINCENT'S HEALTHCARE ASSOCIATE NEWSLETTER

NOVEMBER 2009

The Blue Foundation and The Healthy Jacksonville Childhood Obesity Coalition Award \$10,000 Grant to St. Vincent's HealthCare Foundation to support MHOM for Health Education

David Pringle, Mission Integration

Congratulations are extended to Mary Alice Phelan, Stella Mouzon, Tracy Smith, Mary Owen, and all of the teams working together to make it possible for the St. Vincent's Mobile Health Outreach Ministry to be awarded a grant for \$10,000 from the Blue Cross and Blue Shield of Florida. The grant, given through St. Vincent's HealthCare Foundation, was part of The Blue Foundation for a Healthy Florida.

The program, "Way to Go Kids," which addresses childhood obesity, will be facilitated by Tracy Smith, MSH, Registered Dietitian, Mobile Health Outreach Ministry. Tracy



In partnership with the The Healthy Jacksonville Childhood Obesity Prevention Coalition, The Blue Foundation recently awarded a \$10,000 grant to St. Vincent's HealthCare Foundation to address childhood obesity through the MHOM's "Way to Go Kids" program. "Way to Go Kids" is taught by Tracy Smith, MSH, Registered Dietitian, Mobile Health Outreach Ministry.

offers the program to third graders in Catholic Schools and the United Way of Northeast Florida's Full Service Schools in Duval County. The program utilizes an 8-week fitness and nutrition course presented in one-hour blocks with the first thirty minutes used for nutrition lectures, and the next thirty minutes for physical activity.

Sincere appreciation and thanks are extended to The Blue Foundation and to Blue Cross and Blue Shield of Florida, St. Vincent's HealthCare Foundation, and to Community Relations.

November 2009



Members Memo

A monthly e-newsletter for members of Florida Philanthropic Network
Health Funding News



Jacksonville Nonprofits Get More Ammo to Fight Childhood Obesity

Several nonprofit organizations in Jacksonville have more resources to support their efforts to reduce childhood obesity. As part of its statewide initiative, called Embrace a Healthy Florida, The Blue Foundation for a Healthy Florida announced 17 Healthy Kids, Healthy Jacksonville Community Grants to organizations that are tackling the health epidemic in the city.

http://campaign.constantcontact.com/render?v=001IAJKb32DnbiAVXTqbukRRqH3-tazD6AaahNbbmDAPGg8RzgqUZ9WA93SDQCT_lp70AhNj7UrfWlutF2g9ipML2tYmWrEiDuOyZstFELrPV0SJSTIM8D2zMSjPg6z6cL3x4U03K-l2EkAWJaPr0eBIM1cwHiAftJF0OKFU3zcZm8BrPkYIRnvwen2eL8dWEaMUhBJ45FF8cs%3D

The Junior League of Jacksonville

October 18, 2009

The Blue Foundation selected Junior League of Jacksonville as a grant recipient!

Meg Sacks

18 October 2009

CARES and KITK now have more resources for helping the children at Annie R. Morgan Elementary, due to a grant the Junior League was awarded in early October from The Blue Foundation for a Healthy Florida. The League was one of 17 organizations in Jacksonville that won a "Healthy Kids, Healthy Jacksonville Community Grant" to help fight childhood obesity. The League will use the funding to provide a nutrition-education activity and a healthy snack - a "snackivity" - at breakfast time before four Saturday Schools through 2010. CARES volunteers will work with the children attending Saturday school to make a healthy snack that they can share with their family at home. The funding will help provide the food and other materials needed for each "snackivity." According to the National Initiative for Children's Healthcare Equality, 32.5 percent of children living in Florida are overweight or obese. The League is working to lower that statistic through our work with KITK and the opportunities CARES provides us through our relationship with Annie R. Morgan.

<http://www.jlweb.org/jacksonville/npo.jsp?pg=news&article=526#>

Junior League of Jacksonville Newsletter Fall 2009

The Blue Foundation selected Junior League of Jacksonville as a grant recipient!

CARES and KITK now have more resources for helping the children at Annie R. Morgan Elementary, due to a grant the Junior League was awarded in early October from The Blue Foundation for a Healthy Florida. The League was one of 17 organizations in Jacksonville that won a "Healthy Kids, Healthy Jacksonville Community Grant" to help fight childhood obesity. The League will use the funding to provide a nutrition-education activity and a healthy snack - a "snacktivity" - at breakfast time before four Saturday Schools through 2010. CARES volunteers will work with the children attending Saturday school to make a healthy snack that they can they share with their family at home. The funding will help provide the food and other materials needed for each "snacktivity." According to the National Initiative for Children's

Healthcare Equality, 32.5 percent of children living in Florida are overweight or obese. The League is working to lower that statistic through our work with KITK and the opportunities CARES provides us through our relationship with Annie R. Morgan.



Don George, M.D., Nemours and Co-chair of Healthy Jacksonville Childhood Obesity Prevention Coalition, Susan Towler, executive director of The Blue Foundation for the Florida. Meg Sacks, Andrea Rizzi and Jonathan Evans, M.D., Co-chair of Healthy Jacksonville Childhood Obesity Prevention Coalition.

Blog: [The Daily Dose](#) Kimberly Morrison Reporter



BATTLING OBESITY, INFANT MORTALITY

In another of Jacksonville's less-celebrated city rankings, it made No. 6 on a [list of cities](#) with the most cellulite by totalbeauty.com.

To be fair, the rankings were not determined by pinching fat, but by mining data that indicates "cellulite risk factors." The organization cited that Jacksonville has more fast food joints than the average American city, plus a high number of smokers and heavy drinkers.

But let's face it, we didn't really need an official ranking to illustrate the city's high population of overweight and obese citizens.

There is some good news. Health care providers and related organizations in Jacksonville are exploring new ways of battling the bulge.

Starting Wednesday, new expectant mothers at Shands Jacksonville will receive a 10-pound bag of nutritious food following their first obstetrics appointment. It is a new partnership with charity Second Harvest, which provides food to need populations, through donations from Winn-Dixie, Target, Food Lion, Sam's Club, Whole Foods and BJ's Wholesale.

The initiative stemmed from a recent study on infant mortality in Jacksonville, which found the city had Florida's highest death rate for children under the age of one, likely the result of poor maternal nutrition.

Additionally, new grants to community organizations will target the next critical population — children.

Several nonprofit organizations in Jacksonville on Friday received grants (most about \$10,000) to battle the city's obesity epidemic. As part of its statewide initiative called Embrace a Healthy Florida, The Blue Foundation for a Healthy Florida today awarded 17 grants to community organizations that are tackling the issue.

Here is the full list of organizations that were awarded grants, and the programs they received funding for:

• **APEL Health Services "YouthLink Healthy Kids Outreach Program"**

Summary: YouthLink Healthy Kids Outreach Program is an expansion of APEL Health Services Center Inc.'s youth program. Teen Peer Educators, trained in nutrition and physical fitness, will educate 120 youth in low-income areas about the importance of healthy lifestyles through online messages.

The Bridge of Northeast Florida Inc. "The Bridge Community Garden and Farmers Market Expansion Project"

Summary: This project will enable youth to plan and implement an expanded winter garden and launch a Farmers Market in Springfield. The Community Garden and Farmers Market will be the centerpiece initiative of The Bridge's youth-led peer involvement campaign to encourage healthy eating, which will also include a nutrition education component. The overarching goals of the campaign will be to provide education and outreach on the importance of good nutrition and increase the consumption of healthy foods by increasing access to healthy food and nutrition education. The Bridge will collaborate with area restaurants and grocery stores to expose children to alternate eating choices.

• **Cathedral Arts "Get Up and Dance"**

Summary: Get up and Dance is an after school dance program that will engage 500 underserved youth to include physical activity as well as lessons in healthy eating and proper nutrition. The program model will be expanded to include lessons in good nutrition and eating habits, utilizing classroom materials and lesson plans.

• **Partnership for Child Health "Northeast Florida Breastfeeding Collaborative – Baby Friendly Hospital Initiative"**

Summary: This program will engage all area hospitals with maternity services in an endeavor to establish and certify Northeast Florida as the first and only Baby Friendly Community in the country, a designation created by The United Nations Children's Fund and the World Health Organizations.

• **Community Connections of Jacksonville, Inc. "InStep Fitness"**

Summary: InStep will provide two, 10-week health and fitness sessions to 60 at-risk youth and 30 parents. The initiative will serve youth in urban core homeless shelters and the Florence N. Davis Center, a shelter for women and children, where the program would be based.

• **Duval County Health Department, Nutrition and Chronic Disease Prevention "Healthy Food Demonstrations and Behavior Changes"**

Summary: This project will conduct cooking demonstrations, food tastings and family exercise classes to clients in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) to change behavior and decrease the percentage of children 2 to 5 years of age who are overweight or at risk for overweight.

• **Empowerment Resources Inc. "Journey into Womanhood Program"**

Summary: The Journey into Womanhood program will be expanded with the implementation of Each One Teach One, a peer nutrition education program. The 12-month program aims to raise awareness of the negative impacts of childhood obesity among youth by training participating youth to provide outreach nutrition education to other youth at community health fairs. The program intends to collaborate with the University of Florida/IFAS-Duval County Extension Service to provide nutrition and physical activity education and the First Coast YMCA to provide group fitness instruction.

• **Girls on the Run of Northeast Florida "Girls on the Run Scholarship Program"**

Summary: This program will include 90 girls (ages 8 to 12) in its 12-week program to positively impact childhood obesity, drug use, smoking, diabetes and other issues. The program includes 20 lessons, certified coaches, curriculum materials, t-shirts, water bottles, a 5K race and sneakers for those in need. Three Boys and Girls Clubs of Northeast Florida in Health Zones I and II will be new Girls on the Run sites. Three sessions will take place during Spring 2010 and Fall 2010 for a total of 6 sessions.

• **Jacksonville Kids Coalition "Policy Development and Community Advocacy Training"**

Summary: This program will develop and distribute policy briefs and train stakeholders (agencies, parent groups, individuals, etc.) to advocate for policy messages. Efforts will be coordinated to advocate for policy to positively impact childhood obesity at the state level.

• **Junior League of Jacksonville "CARES Snacktivities"**

Summary: This program will provide a healthy snack to the students of Annie R. Morgan Elementary School and informative instruction on how to create healthy snacks themselves. A total of four different snacktivities will be implemented serving 30 students each time. The Junior League of Jacksonville will provide all volunteers, develop the snacktivity and provide the food.

• **MaliVai Washington Kids Foundation, Inc. "Get Moving Through Tennis"**

Summary: This program will provide additional education and outreach on the importance of good nutrition, physical activity and healthy weight for children and their families to an existing audience (Tennis and Tutoring after school program). Additionally, it will increase community access to physical activity opportunities to those in the greater community, focusing on providing additional structured tennis programs on evenings and weekends to children, with a focus on middle and high school students. The programs will provide a combination of hands-on and classroom activities as well as on the court, moving experiences through tennis.

• **Organization: Northeast Florida AHEC Inc. "Improving Pediatric Primary Care Provider Skills in the Treatment of Childhood Obesity"**

Summary: This multi-disciplinary training for pediatric primary care physicians will consist of three parts: how to incorporate the American Academy of Pediatrics' 5-2-1-0 Toolkit into pediatric primary care practice; the use of office-based motivational interviewing as an intervention in treating childhood obesity; and how to use the resources and data available from Florida Improvement Network for Kids. Physicians attending these trainings would be offered an opportunity to design and implement a Performance Improvement CME Project at their practice sites. Northeast Florida AHEC will assist with the design of the project and approve it for continuing medical education credit for the physician and nursing credit.

• **Operation New Hope "Eastside Community Garden's Healthy Lifestyles Program"**

Summary: The Healthy Lifestyles Program will provide a certified nutritionist to teach weekly children and monthly adult nutrition education classes regarding the advantages of eating healthy. Participants will also partake in monthly fitness and cooking demonstrations; gardening/composting trainings; and field trips to farmers markets, grocery stores and other related healthy lifestyle activities. The goal of the Eastside Community Garden's Healthy Lifestyles Program is to reduce health disparities like childhood obesity by supporting active living and increased access to healthy foods and green spaces.

• **San Marco Preservation Society "Smart Growth Neighborhood Plan and Guidelines for San Marco"**

Summary: The San Marco Preservation Society seeks to develop a neighborhood land use plan with regulatory guidelines based on smart growth principles. The guidelines will include responsible environmental and urban design practices to create healthy communities and promote active living. The greater goal is to develop a model for other communities to adopt similar guidelines as they grow and develop.

• **St. Vincent's Mobile Health Outreach Ministry "Way to Go Kids" Program**

Summary: Funding will be used to continue and expand the Mobile Health Outreach Ministry's Way to Go Kids pediatric nutrition and fitness program targeting students in schools in primarily lower socio-economic areas of Duval County. WTGK's 8-week nutrition and fitness program emphasizes healthy behaviors, stopping weight gain, and maintaining normal growth and development for 320 children 9 to 14 years old. Pre- and post-tests measure participant's knowledge on nutrition and fitness and determine class effectiveness.

• **University of North Florida "Evidence-Based Transdisciplinary Approach to Pediatric Obesity Prevention and Treatment."**

Summary: This program will educate and train health care providers, medical profession students and medical education faculty in effective childhood obesity prevention and treatment. This training will include a full-day seminar for health professionals and medical faculty on the prevention and treatment of childhood obesity to provide a community orientation to childhood obesity and present a transdisciplinary approach to prevention and treatment. A second component will ensure that childhood obesity prevention and treatment issues are adopted and integrated across curriculum at the University of North Florida.

• **YMCA of Florida's First Coast "Healthy Tigers"**

Summary: Program components will include the Youth Fit for Life program in the after school programs and a student wellness council that would be integrated into the school operations. Healthy Tigers will establish early policies that would support health and fitness for children and become a part of the established culture for the Tiger Academy. "Healthy Tigers" will allow the Tiger Academy to begin the first year of school with the expectation that the health and wellness of the children is as important as their academic success.

Media Coverage Summary			
From: October 2010			
To: June 30, 2010			
Topic: Nursing White Paper/Partners Investing in Nursing		Audience: 5,839,214	Number of Clips: 69
Media outlet	Topic	Audience	Market Region
Interchange SECF Oct-Nov 2009	PIN		N/A
Interchange SECF			N/A
Nurse.com Newsletter 10-09	PIN		N/A
Daily Find 3/25/10		6,000	Statewide
Health Business Week 4/2/10		N/A	National
Nurse.com 4/5/10		N/A	National
Charting Nursing's Future-RWJ Foundation Publication		N/A	
The Hill's - Healthwatch (Healthcare blog) 6-28-10	PIN	N/A	National
The release entitled: "Experts Look at Simulation Uses and Potential for Nursing Education Programs"			
AOL DailyFinance		N/A	National
Arizona Republic		1,552,720	National
Atlanta Business Chronicle		117,002	National
Austin Business Journal		56,670	National
Baltimore Business Journal		54,724	National
Birmingham Business Journal		34,419	National
Bizjournals.com, Inc.		N/A	National
Boston Business Journal		130,158	National
Business First of Buffalo		51,798	National
Business First of Columbus		57,512	National
Business First of Louisville		45,163	National
Business Journal of Greater Milwaukee		89,625	National
Business Journal of Phoenix		93,875	National
Business Journal of the Greater Triad Area		29,981	National
Business Review (Albany)		N/A	National
Charlotte Business Journal		64,046	National
Cincinnati Business Courier		57,586	National
Dallas Business Journal		95,002	National
Dayton Business Journal		26,760	National
Denver Business Journal		125,703	National
Earth Times		N/A	National
East Bay Business Times		N/A	National
Healthcare Industry Today		N/A	National
Houston Business Journal		76,077	National
Interest!ALERT		8,080	National
Jacksonville Business Journal		100,000	Northeast
Kansas City Business Journal		88,359	National
Los Angeles Business from bizjournals		29,277	National
Mega News Network: Education		N/A	National
Mega News Network: Health		N/A	National
Memphis Business Journal		31,103	National

Miami Herald		1,325,630	National
Minneapolis / St. Paul Business Journal		72,997	National
Nashville Business Journal		30,946	National
New Mexico Business Weekly		32,298	National
Orlando Business Journal		100,000	Central
Pacific Business News		26,474	National
Philadelphia Business Journal		109,234	National
Pittsburgh Business Times		62,485	National
Portland Business Journal		43,318	National
Puget Sound Business Journal		88,522	National
Sacramento Business Journal		29,086	National
San Antonio Business Journal		49,705	National
San Francisco Business Times		121,680	National
San Jose Business Journal		131,016	National
St. Louis Business Journal		79,514	National
South Florida Business Journal		100,000	Southern
Tampa Bay Business Journal		69,075	National
Ticker Technologies		N/A	National
Triangle Business Journal		78,452	National
Washington Business Journal		101,546	National
Wichita Business Journal		30,885	National
Yahoo!		N/A	National
PR Newswire		N/A	National
Nurses.com		N/A	National
<i>The release entitled: "Experts Look at Simulation Uses and Potential for Nursing Education Programs"</i>			
Journal of Technology & Science 4/4/10		N/A	National
Journal of Technology 3/30/10		N/A	National
Technology News Focus 3/31/10		N/A	National
Technology Business Journal 3/30/10		N/A	National
Law & Health Weekly 4/3/10		N/A	National
Life Science Weekly 3/30		N/A	National
State & Local Health Law Weekly 4/1		N/A	National

The release entitled: "Experts Look at Simulation Uses and Potential for Nursing Education Programs in Florida" dated 3/17/2010 appeared on the following Web sites:

AOL DailyFinance
Arizona Republic
Atlanta Business Chronicle
Austin Business Journal
Baltimore Business Journal
Birmingham Business Journal
Bizjournals.com, Inc.
Boston Business Journal
Business First of Buffalo
Business First of Columbus
Business First of Louisville
Business Journal of Greater Milwaukee
Business Journal of Phoenix
Business Journal of the Greater Triad Area
Business Review (Albany)
Charlotte Business Journal
Cincinnati Business Courier
Dallas Business Journal
Dayton Business Journal
Denver Business Journal
Earth Times
East Bay Business Times
Healthcare Industry Today
Houston Business Journal
Interest!ALERT
Jacksonville Business Journal
Kansas City Business Journal
Los Angeles Business from bizjournals

Mega News Network: Education
Mega News Network: Health
Memphis Business Journal
Miami Herald
Minneapolis / St. Paul Business Journal
Nashville Business Journal
New Mexico Business Weekly
Orlando Business Journal
Pacific Business News
Philadelphia Business Journal
Pittsburgh Business Times
Portland Business Journal
Puget Sound Business Journal
Sacramento Business Journal
San Antonio Business Journal
San Francisco Business Times
San Jose Business Journal
St. Louis Business Journal
South Florida Business Journal
Tampa Bay Business Journal
Ticker Technologies
Triangle Business Journal
Washington Business Journal
Wichita Business Journal
Yahoo!
PR Newswire
Nurses.com

The release entitled: "Experts Look at Simulation Uses and Potential for Nursing Education Programs in Florida" dated 3/17/2010 appeared in the following journals:

Journal of Technology & Science
4/4/10
Journal of Technology 3/30/10
Technology News Focus 3/31/10
Technology Business Journal 3/30/10
Law & Health Weekly 4/3/10
Life Science Weekly 3/30
State & Local Health Law Weekly 4/1

June 28, 2010

New study highlights state solutions to nurse shortage

By Julian Pecquet - 06/28/10 09:30 AM ET

The Robert Wood Johnson Foundation (RWJF) has just released a new [study](#) highlighting the steps 12 states are taking to prevent a looming crisis in nursing. Experts predict the United States could be short more than 260,000 nurses by 2025 and the study authors say state-level partnerships must take the lead in addressing the problem.

Some of the efforts highlighted in the report, according to a press release, include:

- Bringing the business community and others into a coalition supporting expansion of capacity to secure a bigger state appropriation;
- Strong gubernatorial leadership to coordinate a series of reforms, including Web-based management of clinical placements for nursing students, and the creation of a statewide nursing corps to rapidly educate faculty and students;
- Multi-state partnerships among community colleges and baccalaureate programs to bridge the gaps between programs offering associates and Bachelor of Science in Nursing (BSN) degrees;
- Alliances of nursing programs from institutions around the state — including an alliance of rural programs — to share curriculum, administrative resources, faculty, admissions standards, and relying on Web-based instruction and mobile simulators to maximize reach; and
- A focused program of distance-learning, Web-based simulation and other approaches to overcome geographical challenges.

Here is a breakdown of what the states in the study are doing:

Texas: Facing a projected shortage of 70,000 nurses by 2019, leaders of the Texas Nursing Workforce Shortage Coalition set a goal to double the number of nursing graduates in the state by 2013, an objective they knew would require a three-fold increase in the state legislature's appropriation to nursing schools. The coalition expanded its membership to include business representatives, developed a pay-for-performance approach that would appeal to the legislature and mounted a statewide publicity campaign. The effort secured an additional \$49.7 million for nursing education from the state.

Michigan: Strong leadership from Gov. Jennifer Granholm (D) was key to Michigan's work to attack its projected shortage of 18,000 nurses by 2015. The governor created an Office of the Chief Nurse Executive to coordinate an effort that included \$30 million in state funds for accelerated second-degree partnership programs bringing together schools, hospitals and state workforce collaboratives; the creation of the Michigan Nursing Corps to rapidly educate clinical and classroom faculty; and a new program for Web-based management of clinical placements.

Virginia: In contrast to the Michigan approach, which relied on leadership from within state government, Virginia's nursing leaders worked from the outside in, forming what came to be described as a "kitchen cabinet" — an informal network of nurses interested in public policy. Among the group's challenges were healing splits among nursing organizations in the state and bringing the groups together on policy approaches. The effort played a key role in winning new scholarship appropriations from the legislature, as well as a 10 percent raise for nursing faculty in public colleges and universities that has in turn contributed to a 50 percent increase in the number of nursing graduates. It also helped ward off cuts in appropriations in a state that has steadily reduced its support for higher education in recent years.

New York/North Carolina: Two states not known for their commonalities, New York and North Carolina collaborated on a demonstration project called RIBN, pronounced "ribbon," an acronym for Regionally Increasing Baccalaureate Nurses. The project paired community colleges and universities from New York City and rural North Carolina in an effort to marry the strengths of associate degree programs — large diverse classes, highly supportive learning environments and a focus on practical skills — with baccalaureate programs' additional competencies and its position as a gateway to graduate education to form pathways to BSN degrees. "RIBN is a role model for bridging the communication and expectation gaps between [Associate Degree in Nursing] ADN and BSN programs—a way of turning a negative into a positive for patient care, nurses, students and faculty," said Darlene Curley, executive director of New York's Jonas Center for Nursing Excellence.

Florida: Nursing leaders at the Florida Center for Nursing (FCN) believe the key to expanding capacity is to develop accurate and powerful data about the status of nursing education capacity in the state. Toward that end, the organization secured Partners Investing in Nursing's Future matching grants from RWJF and the Blue Foundation for a Healthy Florida and embarked on an intensive two-year analysis of the state's use of simulation for new and practicing nurses. "You can't expect state legislators to give you money to expand nursing education capacity unless you can say, 'Here's what we know about the nursing workforce,'" said Mary Lou Brunell, executive director of FCN.

North Dakota: Small, isolated rural communities are the rule, not the exception, in much of North Dakota, and providing nursing education in these areas is a particularly difficult challenge. Three efforts are making progress, however — the Dakota Nursing Program is a consortium of community colleges using a common curriculum, sharing administrative resources and faculty, and relying on such tech-oriented techniques as Web-based instruction and mobile simulators. The state's Nurse Faculty Intern Program is a pilot effort that allows registered nurses with a BSN and two years of clinical experience to teach in nursing schools while pursuing advanced degrees. A third initiative, the Recruitment and Retention of American Indians into Nursing program, offers scholarships, an expanded orientation for new nursing students, academic mentors, help with child care and transportation assistance.

Oregon: The Oregon Consortium for Nursing Education comprises eight community colleges and five Oregon Health and Science University campuses, partnering to share resources and use common admission standards, thus creating a seamless pathway from the ADN to and through BSN programs and increasing the number of baccalaureate-prepared nurses.

Massachusetts: The state has developed new core competencies to guide the standardization of the outcomes of education across a variety of institutions.

California: Regional collaborations have helped to increase clinical placements, integrate more simulation into curricula and recruit and train new faculty.

Hawaii: Distance learning, Web-based simulation and other innovative educational approaches have helped to make up for faculty shortages and a lack of classroom space.

Mississippi: Detailed research zeroed in on drop-out rates among nursing students and identified a series of reasons, allowing nursing leaders to develop a variety of financial and family support tools to help keep students on the path to a nursing career.

Charting Nursing's Future

A Publication of the Robert Wood Johnson Foundation

Reports on Policies That
Can Transform Patient Care

Expanding America's Capacity to Educate Nurses: Diverse, State-Level Partnerships Are Creating Promising Models and Results

MAY 2010

New Curricula and Technology: Promoting Simulation Florida Center for Nursing

"You can't expect state legislators to give you money to expand nursing education capacity unless you can say, 'Here's what we know about the nursing workforce,'" says Mary Lou Brunell, executive director of the Florida Center for Nursing (FCN) and coleader of the state's Summit team.

Producing credible nursing workforce data is the mission of 34 state workforce centers and their national organization, the Forum of State Nursing Workforce Centers. Center data informs policy and has also guided Summit teams.

One of the most advanced centers, FCN routinely produces authoritative state and regional nursing workforce supply, demand, and education workforce data. FCN trend analyses have established that—absent rapid change—Florida faces by 2020 a shortage of 52,200 full-time employee RNs,

7,000 full-time employee LPNs, and faculty vacancy rates above 20 percent for all nursing degree programs.

Center surveys on the two top causes of these shortages mirror national studies: barriers to hiring faculty and limited clinical sites.

In addition to defining key problems, FCN is working to eliminate them. With \$470,000 in matching PIN grants from RWJF and the Blue Foundation for a Healthy Florida, FCN has recently embarked on a two-year Gap Analysis "to discern Florida's current utilization of simulation and to maximize its use for both practicing and new nurses," says Brunell (see "Using Technology," below).

Brunell sees potential for simulation training to move medical-surgical nurses up the career ladder into specialties with the most severe

shortages. This could help retain experienced nurses and make room for new nurses. More use of simulation in prelicensure nursing programs could reduce the need for clinical sites.

The Florida Board of Nursing allows 25 percent of clinical education to be conducted through simulation, but no one knows if this option is being used, says Brunell. Nor are simulation resource needs clear.

In year one, project leaders will gather data and recommendations from all stakeholders; in year two, they will develop state and regional approaches to promoting simulation, perhaps, Brunell says, through regional simulation centers and Web portals for sharing simulation scenarios and technology support.

For More Information

- Visit www.flcenterfornursing.org.
- See CNF 2 on state workforce centers.

Central Florida Rns Compose White Paper On Simulation



Mary Lou Sole, RN

A recent report from the Florida Center for Nursing found that pre-licensure nursing education programs turned away more than 13,000 qualified applicants during 2008-2009, and, for the third year in a row, limited access to clinical training sites was reported as a major barrier for nursing education programs in Florida, according to a news release.

The white paper, "Addressing the Nursing Shortage Through Simulation," which provides background information on the different simulation types as well as benefits and pitfalls to using simulation in nursing education, was written by University of Central Florida College of Nursing faculty Mary Lou Sole, RN, PhD, and Betsy Guimond, RN, and was released by the Florida Center for Nursing.

"Understanding how simulation can be used in nursing education is a critical first step in identifying strategic solutions," said Mary Lou Brunell, RN, MSN, executive director of the Florida Center for Nursing. In 2009, The Blue Foundation for a Healthy Florida was awarded a grant to promote the use of simulation technology in Florida nurse education. The Blue Foundation selected the Florida Center for Nursing to serve as the project lead. Updates on project activities can be found at FLCenterforNursing.org/simulation_project.cfm.



UCF nursing instructor Betsy Guimond, RN, uses a computer tablet to control movements, sounds and physiological conditions of "Birthing Noelle" and her newborn "Baby Hal," the new high-tech simulator mannequins at UCF's College of Nursing.

In other news, UCF College of Nursing students assigned to the college's Community Nursing Coalitions for Flagler and Daytona participated in Flagler County's First Black HIV/AIDS Awareness Day on Feb. 6 in Bunnell, Fla. The student nurses partnered with the Flagler County Health Department to provide stroke education, H1N1 vaccinations, dental care, blood pressure screening, proper hand-washing demonstrations and STD/HIV education. The event was part of The Red Butterfly Project, which aims to reduce the incidence of STDs, HIV and teen pregnancy among young women of color through outreach, education and community endeavors.

Health Business Week

April 2, 2010

EXPANDED REPORTING; Pg. 1179

652 words

THE BLUE FOUNDATION FOR A HEALTHY FLORIDA; Experts Look at Simulation Uses and Potential for Nursing Education Programs in Florida

A recent report from the **Florida** Center for Nursing found that pre-licensure nursing education programs turned away more than 13,000 qualified applicants during 2008-2009, and, for the third year in a row, limited access to clinical training sites was reported as a major barrier for nursing education programs in **Florida**. As the state continues to face a shortage of more than 52,000 Registered Nurse FTEs, it is critical that strategies for maximizing education capacity be developed and implemented (see also [The Blue Foundation for a Healthy Florida](#)).

"In order to maximize effectiveness, it's important that efforts to expand education capacity are strategic. Understanding how simulation can be used in nursing education is a critical first step in identifying strategic solutions," said Mary Lou Brunell, RN, MSN, Executive Director of the **Florida** Center for Nursing. In 2009, The Blue Foundation for a Healthy **Florida** was awarded a Partner's Investing in Nursing's Future (PIN) grant to promote the use of simulation technology in **Florida** nurse education. The Blue Foundation selected the **Florida** Center for Nursing to serve as the project lead. The project team recently released the white paper, Addressing the Nursing Shortage through Simulation. This white paper provides background information on the different simulation types as well as a number of benefits and pitfalls to simulation in nursing education.

"The use of simulation technology in **Florida's** nursing education programs is expanding at a rapid rate, yet little has been done to evaluate existing usage or plan for future developments," said Michael S. Hutton, Ph.D., MFT, Director of Grants Administration for The Blue Foundation. "This white paper serves as a starting point for understanding simulation in **Florida** and gives the nation a deeper understanding of the variety of ways simulation is being utilized."

The project team also launched a new Web page to provide updates on project activities. The white paper and a copy of the two-year project plan can be found at: http://www.flcenterfornursing.org/simulation_project.cfm. The **Florida** Center for Nursing is the definitive source for information, research, and strategies addressing the dynamic nurse workforce needs in **Florida**. Established in law (=A7 464.0195), the Legislature finds that the Center will repay the state's investment by providing an ongoing strategy for the allocation of the state's resources directed towards nursing. For more information on the **Florida** Center for Nursing and the nursing shortage in **Florida**, please visit its Web site at www.FLCenterForNursing.org.

The Blue Foundation for a Healthy **Florida** is a separate, philanthropic affiliate of **Blue Cross** and **Blue Shield of Florida** (BCBSF), incorporated in the state of **Florida**. The Blue Foundation for a Healthy **Florida**, and its parent, BCBSF, are independent licensees of the **Blue Cross** and **Blue Shield** Association, an association of independent **Blue Cross** and **Blue Shield** companies. For more information on The Blue Foundation for a Healthy **Florida**, please visit its Web site at www.bluefoundationfl.com.

Partners Investing In Nursing's Future (PIN) is a collaborative partnership between the Northwest Health Foundation and Robert Wood Johnson Foundation. PIN provides support to local and regional foundations across the U.S. to make long-term investments in nursing workforce solutions. By supporting the capacity, involvement and leadership of these local funders, PIN addresses national nursing issues through a network of creative and innovative local partnerships. For more information on the PIN collaborative, please visit its Web site at www.partnersinnursing.org.

Keywords: City:New York, State:NY, Country:United States, AIDS/HIV, Columbia University, Dentistry This article was prepared by AIDS Weekly editors from staff and other reports. Copyright 2010, AIDS Weekly via NewsRx.com.



Thursday, March 25, 2010

- **Blue Cross Blue Shield of Florida**

- [THE BLUE FOUNDATION FOR A HEALTHY FLORIDA; Experts Look at Simulation Uses and Potential for Nursing Education Programs in Florida](#)

A recent report from the Florida Center for Nursing found that pre-licensure nursing education programs turned away more than 13,000 qualified applicants during 2008-2009, and, for the third year in a row, limited access to clinical training sites was reported as a major barrier for nursing education programs in Florida. As the state continues to face a shortage of more than 52,000 Registered Nurse FTEs, it is critical that strategies for maximizing education capacity be developed and ... **Health Business Week April 2, 2010**

Nurse.com Newsletter

October 2009

Blue Foundation Receives Grant To Address Nursing Shortage

The Blue Foundation for a Healthy Florida recently became the first Florida foundation to receive funding through Partners Investing in Nursing's Future, an initiative to help address the long-term shortage of nurses nationwide, according to a news release.

The Blue Foundation, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, received a two-year, \$250,000 grant to promote the use of simulation technology in Florida nurse education. BCBSF will match the grant received by the Blue Foundation.

"By addressing one of the primary barriers to expansion of Florida's nurse education programs, the supply of nurses will increase, and the quality and quantity of healthcare available to Floridians will benefit from improved nurse staffing," said Susan B. Towler, executive director, The Blue Foundation.

Partners Investing in Nursing's Future, led by the Robert Wood Johnson Foundation and the Northwest Health Foundation, is in its fourth year of supporting local foundations to act as catalysts in their communities and develop strategies for creating and sustaining a viable nursing workforce.

"Nurses are the nation's most direct link to patient safety and quality of care," said Susan B. Hassmiller, RN, PhD, FAAN, senior adviser for nursing at the Robert Wood Johnson Foundation. "We are committed to helping find the most innovative solutions to the nursing shortage so we can protect patients now and over the long term. This unique partnership of the philanthropic community helps identify new approaches that go well beyond what any one foundation could do alone."

During the first three years of the Partners Investing in Nursing's Future program, 69 foundation partners in 24 states and the territories of the Western Pacific established more than 300 local partnerships among nursing organizations, funders and workforce development boards. The program has provided more than \$10 million of investment in local partnerships. The program also has leveraged more than \$8 million in local and regional funding in an effort to ensure the long-term sustainability of the projects. For more information about Partners Investing in Nursing's Future, visit www.PartnersinNursing.org.

Interchange
Southeastern Council of Foundations
October/November 2009

REGION

**Two Foundations Win
Robert Wood Johnson
Grants for Nursing
Programs**

Two SECF members are among 10 foundations nationwide to receive funding from *Partners Investing in Nursing's Future*, a unique national initiative to help address the long-term shortage of available nurses across the country.

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF), has been awarded a two-year grant of \$250,000 to promote the use of simulation technology in Florida nurse education. The grant to The Blue Foundation will be matched by funds from BCBSF.

The Arkansas Community Foundation is leading a collaboration with The University of Arkansas for Medical Sciences College of Nursing to raise the number of college-educated geriatric nurses in Arkansas nursing homes. *Partners Investing in Nursing's Future* is led by the Robert Wood Johnson Foundation and the Northwest Health Foundation and provides support to local foundations to act as catalysts in their own communities and develop strategies for creating and sustaining a viable nursing workforce.

Interchange
Southeastern Council of Foundations
October/November 2009

**Special Thanks to the SECF
Strategic Planning Committee**

For the past nine months, **twelve** SECF members have done more than their share of work on behalf of our organization, donating hundreds of hours and engaging members in hundreds more to ensure that more than **1,000 hours** of member involvement went into the creation of the new SECF strategic plan. To the committee and all of the members who participated, we all say a heartfelt, "Thank You!"

Strategic Planning Committee Members

Chairperson

Debra M. Jacobs
The Patterson Foundation
Sarasota, FL

Alicia Philipp
The Community Foundation for Greater Atlanta
Atlanta, GA

H. Speer Burdette, III
Callaway Foundation, Inc.
LaGrange, GA

Susan B. Towler
Blue Foundation for a
Healthy Florida, Inc.
Jacksonville, FL

J. Vincent Edge
Wiregrass Foundation
Dothan, AL

Nina M. Waters
The Community Foundation
in Jacksonville
Jacksonville, FL

Greg Gerhard
SunTrust
Atlanta, GA

David D. Weitnauer
R. Howard Dobbs, Jr.
Foundation
Atlanta, GA

Handy L. Lindsey, Jr.
The Cameron Foundation
Petersburg, VA

Suzan G. Zepeda, Ph.D.
Foundation for a Healthy
Kentucky
Louisville, KY

Karen McNeil-Miller
Kate B. Reynolds
Charitable Trust
Winston-Salem, NC

Mamie Nicholson
The Self Family
Foundation
Greenwood, SC

Summary			
From: October 2009			
To: June 30, 2010			
Program	Number of Clips	Audience	
Miscellaneous	54	3,137,061	
Media outlet	Topic	Audience	Market Region
Vision is Priceless Newsletter Fall 09	new vision clinic at Way Free Medical Clinic	1,000	
Vision is Priceless Newsletter Fall 09	Donor List	1,000	
JASMYN News Fall 2009	Grant Recipient	N/A	Northeast
Gainesville Sun 10-10-09	Helping Hands Clinic	34,910	Northeast
Quick Connections 10/13	Image Survey shows BCBSF tops in Florida	8,000	Statewide
Pompano Pelican 10/16/10	Kinship Cares Initiative	15,000	Southern
Jacksonville.com 10/16/09	JASMYN	555,440	Northeast
South Florida Business Journal 10/30	Corporate Giving	123,000	Southern
Florida Philanthropic Network	Sapphire Awards	N/A	Statewide
Pompano Pelican 1-15-10	Light of the World Clinic	11,000	Southern
staugustine.com 01/17/10	Wildflower Clinic	82,906	Northeast
The St. Augustine Record 1-17-10	Wildflower Clinic	18,048	Northeast
North River News Jan 28-Feb 3, 2010	Community Coalition on Homelessness	8,000	West Coast
Chronicle of Philanthropy 2/2010	Grants	81,070	National
National Prevention Information Network - cdcnpin.org 2/2010	CAP	N/A	National
The Villages Daily Sun 2/12/10	The Lazarus Free Clinic	40,763	West Coast
The Bradenton Herald 2/17/10	grant recipients	34,142	West Coast
Philanthropy News Digest	IMPACT	198,288	National
Florida United Methodist News Service 2/24/10	BF Partnerships with faith based organizations	N/A	Statewide
health in schools.org 2/25/10	Impact Health Care Grants	N/A	
Nonprofit Center of Northeast Florida	Impact Health Care	N/A	Northeast
Florida Philanthropic Network 3/2010	Impact Health Care	N/A	Statewide
Rollins Philanthropy & Nonprofit Leadership Center 3/2010	Grants	N/A	
Florida Philanthropic Network 3/2010	three new members	N/A	Statewide
National STD Conference in Atlanta 3/2010	TBF to provide #		
Florida Philanthropic Network 3/3/10	Susan Towler joins FPN Board	N/A	Statewide
Tallahassee Democrat 3/5/10	Sapphire - We Care Dental Network	76,551	Northwest
miamiherald.com	The Education Fund - CNI	1,325,630	Southern
Philanthropy News Digest 3/7/10	People in the News	198,288	
dBUSINESSNews 3/10/10	Healthy Workplace Awards	N/A	Statewide
Jacksonville Business Journal 3/12-18/10	Susan Towler joins FPN Board	7,836	Northeast
WMBB 13 ABC news 3/15/10	Just for Grins Mobile Dental Clinic	N/A	Northwest
Ann Storck Center 2009 Annual Report	Blue Foundation Sapphire Award	N/A	Southern
Florida Philanthropic Network 3/2010	Blue Foundation Sapphire Award	N/A	Statewide
Jacksonville Business Journal 3/22/10	2010-11 Board of Directors appointees	7,836	Northeast
Jacksonville Business Journal 3/25/10	2010-11 Board of Directors appointees	7,836	Northeast

Quick Connections 4/10	Blue Foundation Employee Review Team	6,000	Statewide
Philanthropy News Digest 4/25/10	Sapphire Awards		
Jacksonville Business Journal 4/29/10	Jared Skok	7,836	Northeast
News & Views 4/30/10	Community Coalition on Homlessness	6,000	Statewide
Florida Philanthropic Network-Members Memo	Sapphire Awards	N/A	Statewide
Kristi House Annual Report 2008-2009	TBF Donor/Grantor	N/A	
The Nonprofit Center of Northeast Florida	Sapphire Awards	N/A	Northeast
Helping Hands Clinic Newsletter Spring 2010	Women's Health Program funded by BF	N/A	Northeast
jointogether.org 5-7-10	Sapphire Awards	N/A	
Palm Beach Post 5-3-10	Health News Website	245,000	Southern
St. Augustine Record 5-19-10	Wildflower Clinic	17,481	Northeast
Florida Philanthropic Network/ fpnetwork.org 5/2010	The Blue Foundation	N/A	Statewide
News & Views 5/25/10	Camillus House	6,000	Statewide
San Marco Resident News 5/2010	Smart Growth Initiative	N/A	Northeast
News Leader 6/2/10	Barnabus Dental Clinic	12,200	Northeast
Florida Philanthropic Network/ fpnetwork.org 6/14/2010	Top 50 Florida Grantmakers List	N/A	Statewide
Hispanic Health Initiatives Program	Humanitarian Excellence Award	N/A	
University of Florida College of Medicine Insider/news.medinof.ufl.edu	Grant Recipient	N/A	Northeast
	TOTAL	3,137,061	

University of Florida College of Medicine / news.medinfo.ufl.edu
June 22, 2010

New home for COM program aimed at eliminating health disparities

By [CHRISTINE VELASQUEZ](#) Published: June 22nd, 2010 • Category: [Staff](#)



"This is the perfect storm in a good way," said Carl Patten, (left) the public policy research and education consultant for Blue Cross and Blue Shield of Florida. He presented a \$10,000 check to UF psychology professor Dr. Carolyn Tucker, College of Medicine Dean Dr. Michael Good and Cynthia Butler of the UF Foundation. Photo by Maria Belen Farias

Last year Dr. Carolyn Tucker set out to achieve two goals that she felt would help fill the health-care gap among minorities, the poor and the underserved. Tucker and her team wanted to train the next generation of researchers interested in community health promotion and empower communities and families to take charge of their health, thereby reducing health disparities in the region.

On June 4, just one year later, Tucker, a College of Medicine endowed term professor of health disparities, and her team reached a key milestone when the College of Medicine opened the UF Health Disparities Research and Intervention Program in the Medical Sciences Building of the Health Science Center.

"This program has support from top university leaders including UF President Bernie Machen, Win Phillips, UF's vice president for research, Paul D'Anieri, dean of the College of Liberal Arts and Sciences and Pete Pevonka, director of the office of research," said Dr. Michael Good, dean of the College of Medicine.

The key to the creation and development of the Health Disparities Research and Intervention Program has been partnerships. It took collaborations within UF, including Tucker, director of the program and professor of psychology and community health and family medicine, Dr. Nancy Hardt, senior associate dean for external affairs, Dr. Ricardo Gonzalez-Rothi, Dr. Rebecca Pauly, Tucker's Health Psychology and Behavior Medicine Research teams and members of the community to get the program off the ground. The Blue Foundation for a Healthy Florida was recognized at the program's opening event as being the first funding source to help the program transition to a center. The foundation is the philanthropic affiliate of Blue Cross and Blue Shield of Florida.

Much of the research conducted by program investigators is based on health self-empowerment and evaluates the effectiveness of culturally sensitive health promotion and interventions. For example, through the Patient-Centered Culturally Sensitive Health Care and Health Promotion project, clinical research tools were created and then tested to evaluate the impact of health empowerment-focused intervention on culturally diverse patients with type 2 diabetes.

The Health-Smart Church Program brings church members, pastors, communities and families together to help improve African-American health. This program targets African-American women facing issues such as obesity or hypertension to identify barriers to healthy behaviors and find ways to help them adopt healthier lifestyles.

Another program targets health in the workplace by increasing participation in health-promoting behaviors among staff at outpatient health-care clinics. The Clinic Staff Health-Smart Behavior Project evaluates the impact the clinic staff's eating habits have on their families and on their interactions with patients.

At the grand opening event, Good and Tucker were presented with a check for \$10,000 by Carl Patten, a public policy and research consultant with Blue Cross and Blue Shield to further the company's investment in the program.

"Our mission and vision is to focus on improving the health status of residents of Florida," said Patten. "The key to moving forward in our mission is quality research." Tagged as: [Bernie Machen](#), [Blue Cross Blue Shield of Florida](#), [Blue Foundation for a Healthy Florida](#), [Carolyn Tucker](#), [Health Psychology and Behavior Medicine Research](#), [Michael Good](#), [Nancy Hardt](#), [Paul D'Anieri](#), [Pete Pevonka](#), [Rebecca Pauly](#), [Ricardo Gonzalez-Rothi](#), [UF Health Disparities Research and Intervention Program](#), [Win Phillips](#)

<http://news.medinfo.ufl.edu/articles/staff/new-home-for-com-program-that-seeks-to-eliminate-health-disparities/>

HHI Gala Event Program

June 5, 2010

The HHI Gala

EVENT PROGRAM

RECEPTION COCKTAIL

LIVE AUCTION
By
AMERICAN FUNDRAISING AUCTIONEERS

EVENING PROGRAM PRESENTATION

by
MC Vanessa Echols

HUMANITARIAN EXCELLENCE AWARD

presented to
The Blue Foundation for a Healthy Florida

CONCERT BY LATIN PIANO ARTIST

Adlan Cruz

DANCE MUSIC BY

DJ Javier

The HHI Gala

The Humanitarian Excellence Award

Award Recipient :

The Blue Foundation for a Healthy Florida

During the 10th Anniversary celebration of Hispanic Health Initiatives, Inc. the organization wishes to honor a true champion of the not-for-profit sector in the state of Florida. The Blue Foundation for a Healthy Florida was created in 2001 as the philanthropic affiliate of Blue Cross Blue Shield of Florida. As a 501 (c) (3) philanthropic foundation, it supports community-based solutions that enhance access to quality health-related service for Floridians, particularly the uninsured and underserved in the way of grants. Since its inception The Blue Foundation has granted approximately \$500,000 in the Orlando area alone.

The Blue Foundation for a Healthy Florida's mission and guidelines truly mirrors Hispanic Health Initiatives own. Throughout HHI's existence the Blue Foundation has recognized its efforts, allowing them to offer the services that the central Florida underserved community needs. Thanks to their support HHI has been able to host several health fairs helping thousands of individuals by offering over \$300,000 in free health services.

We are proud to present with heart felt thanks our First Humanitarian Excellence Award to the Blue Foundation for a Healthy Florida for their support of our cause and for recognizing the labor of many other non-profit organizations in Florida.

Gracias!

Unidos en Salud

The HHI Gala

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Tel. (407) 339-2001
Fax. (407) 339-1700
HHI2001@aol.com
HHI2001.org

Dear Community Partners,

Ten years ago, a group of determined Hispanic professionals formed Hispanic Health Initiatives, Inc. (HHI) to help local, health care providers and medically underserved residents overcome system-wide barriers to Health Care Access in Central Florida.

Founded in 2000, HHI's response to the dearth of available health literacy activity, public health care, and ready access to it, was to immediately create and implement grass-roots-driven, cost effective community-based Health Education and Prevention Campaigns. Utilizing community members themselves, HHI implemented an aggressive "Take it to the Community" approach. Access, treatment, health literacy skills and tools - all culturally sensitive and linguistically responsive - were employed to connect the uninsured or under-insured to existing health care services. Other services, then not available, were designed and implemented to fill the void.

HHI's mission is to educate and connect medically underserved and under-insured individuals and families, with free or affordable health education, prevention and medical services available in their area. HHI creates access to health care for the targeted group by disseminating accurate information, in a culturally sensitive manner, in their own language and directly in the community where they live, work, worship and play.

HHI's goal is to increase medical provider's and other health care staff's ability to reach this community, with cost efficient, community-driven, free or reasonable cost, health literacy and early detection interventions, containing native language and culturally specific communications, among the community and the area medical providers that service them. HHI believes that such accessibility is essential to establishing a public health system that will ultimately work to enhance the quality of life for ALL Central Florida Residents.

Empowering medically disadvantaged individuals and families, to make informed decisions about their health, wellness and care options, will benefit ALL of us, leading to a healthier more productive society free from some of the stresses created by poverty, viz: poor physical and mental health. Most importantly, empowerment will help address the serious health disparities existing in our Nation, in a cost effective and responsive manner.

HHI, during 2008 and 2009 alone, helped more than 18,000 persons with its programs on Breast and Cervical Cancer, Diabetes Type-2, Health Risk assessments and with other chronic diseases. Our programs on Screening, Early Detection, Healthy Nutrition, Exercise

and Self-Management result in lasting Behavioral and Healthy Lifestyle changes.

At HHI's annual health fairs in 2008-09, over 4000 persons were screened for: HIV, Kidney disease, Vision, Hepatitis, Syphilis, Cholesterol, Glucose referrals for free Clinical Breast Exams (CBE), Mammograms and PAP. Over 1400 uninsured women, ages 40-64, were referred for CBE and Mammograms. In addition, there were Breast Health Educational Bingo and Breast Self-Examination demonstrations; nearly 500 persons were taught Diabetes type-2 control and self-management skills. During these 2 years alone, HHI's team, staff and over 100 community, medical, health-care and lay volunteers, participated in over 20 Community Partner's health fairs.

HHI's 2010 record is equally impressive, despite the budget cuts HHI has experienced, as many of our volunteers are stepping up to the plate. HHI, proudly, takes this opportunity to thank its board, staff, volunteers and community partners, for making this all possible. It is our volunteers -the heart and soul of the organization- who make our programs and other endeavors happen. Unquestionably, they are HHI's greatest asset. Deeply appreciative, we thank them ALL for helping HHI celebrate this milestone.

HHI's plans for the next few years includes: a continuation and expansion of its current programs; an expansion of its Health Risk Assessment program; a Childhood Obesity Prevention Program; an HIV/AIDS awareness, education and screening program and a Free Clinic. With your help HHI can expand and broaden its programs.

IN HEALTH, WHEN LIKE MINDS AND HEARTS UNITE FOR THE COMMON GOOD
OF THOSE LESS FORTUNATE, HEALTH DISPARITIES WILL BEGIN TO DISAPPEAR

Josephine Mercado
Founder and Executive Director
June 5, 2010

The HHI Gala

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The Blue Foundation
FOR A HEALTHY FLORIDA

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Blue Cross and Blue Shield of Florida and The Blue Foundation for a Healthy Florida are proud to support Unidos en Salud: Hispanic Health Initiatives Gala.

Top 50 Florida Grantmakers by Grants Paid, 2008

Florida's 50 largest grantmakers ranked by total grants paid in 2008¹.

Grantmaker	Grants Paid	City	Fiscal Year End ¹
1. John S. and James L. Knight Foundation	\$116,206,414	Miami	12/31/08
2. Turner Global Foundation	\$50,000,000	Lamont	12/31/08
3. Arison Arts Foundation	\$36,488,271	Coral Gables	12/31/08
4. Flight Attendant Medical Research Institute	\$34,572,010	Miami	9/30/08
5. The Florida Bar Foundation	\$33,324,179	Orlando	6/30/08
6. Publix Super Markets Charities	\$30,023,701	Lakeland	12/31/08
7. Arthur S. DeMoss Foundation	\$27,625,178	West Palm Beach	12/31/08
8. The Lillian Jean Kaplan Foundation	\$26,845,150	Stuart	12/31/08
9. Wallace H. Coulter Foundation	\$21,059,549	Miami	9/30/08
10. Ted Arison Family Foundation USA	\$18,897,723	Miami	12/31/08
11. The Community Foundation in Jacksonville	\$16,600,000	Jacksonville	12/31/08
12. Jessie Ball duPont Fund	\$14,047,354	Jacksonville	12/31/08
13. Community Foundation of Tampa Bay	\$13,700,000	Tampa	6/30/08
14. The Batchelor Foundation ²	\$11,883,580	Miami Beach	6/30/08
15. Nanci's Animal Rights Foundation	\$10,605,000	Boca Raton	6/30/08
16. Koch Foundation	\$10,603,227	Gainesville	3/31/09
17. Vincent A. Stabile Foundation	\$10,169,975	Naples	12/31/08
18. The Abramson Family Foundation	\$9,594,850	Jupiter	6/30/08
19. Thomas J. and Sandra L. Usher Charitable Foundation	\$9,270,930	Bonita Springs	12/31/08
20. Dade Community Foundation	\$8,938,417	Miami	12/31/08
21. Dr. Phillips Charities ³	\$8,855,474	Orlando	8/31/08 & 5/31/09
22. Gulf Coast Community Foundation of Venice	\$8,600,000	Venice	6/30/08
23. Allegany Franciscan Ministries	\$8,490,000	Palm Harbor	12/31/08
24. Huizenga Family Foundation	\$8,375,011	Fort Lauderdale	12/31/08
25. The Arthur Vining Davis Foundations	\$8,320,445	Jacksonville	12/31/08
26. Health Foundation of South Florida	\$7,466,695	Miami	12/31/08
27. Theodore R. & Vivian M. Johnson Scholarship Foundation	\$7,359,144	West Palm Beach	12/31/08
28. The Community Foundation of Sarasota County	\$7,310,587	Sarasota	5/31/09
29. Quantum Foundation	\$7,168,000	West Palm Beach	12/31/08
30. The Blue Foundation for a Healthy Florida, Inc./Blue Cross and Blue Shield of Florida ²	\$6,971,849	Jacksonville	12/31/08
31. Community Foundation for Palm Beach and Martin Counties	\$6,812,000	West Palm Beach	6/30/08
32. Helios Education Foundation ⁴	\$6,443,779	Tampa	9/30/08
33. Eckerd Family Foundation	\$6,421,937	Tampa	6/30/08
34. Darden Restaurants, Inc. Foundation	\$6,285,974	Orlando	5/31/08
35. Dunn's Foundation for the Advancement of Right Thinking	\$5,932,700	Stuart	5/31/09
36. The Community Foundation of Greater Lakeland	\$5,773,281	Lakeland	6/30/08
37. Naples Children and Education Foundation	\$5,565,456	Naples	6/30/08
38. Elizabeth Morse Genius Foundation	\$5,506,300	Winter Park	12/31/08
39. Community Foundation of Collier County	\$5,485,893	Naples	6/30/08
40. Community Foundation of Broward	\$5,242,317	Fort Lauderdale	6/30/08
41. Lockwood Charitable Foundation	\$5,110,002	Miami	12/31/08
42. Lillian S. Wells Foundation	\$5,024,527	Fort Lauderdale	12/31/08
43. Forrest C. & Frances H. Lattner Foundation	\$4,880,000	Delray Beach	12/31/08
44. Whitehall Foundation	\$4,811,667	Palm Beach	9/30/08
45. The Lucy Gooding Charitable Foundation Trust	\$4,811,600	Jacksonville	12/31/08
46. Winter Park Health Foundation	\$4,662,379	Winter Park	12/31/08
47. Krauss, Miller, Lutz Charitable Trust Foundation	\$4,600,000	Tampa	12/31/08
47. Palm Healthcare Foundation	\$4,600,000	West Palm Beach	6/30/08
49. George B. Storer Foundation	\$4,590,000	Tavernier	12/31/08
50. Lattner Family Foundation	\$4,514,000	Delray Beach	12/31/08

¹ FPN's 2008 "research year" includes financial data for fiscal years ending between June 1, 2008 and May 31, 2009.

² Does not include corporate contributions to the foundation.

³ Dr. Phillips Charities consists of Dr. P. Phillips Foundation and Dr. Phillips Inc.

⁴ Represents the Helios Education Foundation's grants given in Florida only. Helios has offices in both AZ and FL and gives grants in both states.

News & Views

May 25, 2010

New Beginnings for Veteran Man Thanks to Blue Foundation Grantee

Edward, age 67 and homeless, collapsed suddenly when waiting in line for dinner at Camillus House, a nonprofit organization that provides humanitarian services for in-need men, women and children in Miami. He suffered from a fever, high blood pressure, diabetes and infected ulcer on his leg. He also showed signs of what was thought to be dementia.

Because Camillus House has an onsite medical clinic, Edward received immediate attention from a registered nurse practitioner. He was then rushed to the hospital and returned to Camillus House for follow-up care.

For five months, staff at Camillus House cared for Edward by providing him with free diabetes and blood pressure medications, tending to his leg and giving him a safe place to sleep.

Medical care is far from the only help Edward received. A social worker from Camillus Health reached out to The Veterans Administration and confirmed that Edward served in Vietnam. The social worker learned Edward had a sister who had been looking for him since the war.

According to Edward's sister, doctors believe Edward had been living with dissociative disorder – a condition that can result from a traumatic event. According to Mayo Clinic, the disorder may cause memory loss and a blurred sense of identity.

Edward is one example of the nearly 400 people who come to Camillus House each night. Thanks to a \$98,700 grant from The Blue Foundation for a Healthy Florida, they have access to medical care in the same courtyard where they receive food and shelter. Three nights a week, a nurse practitioner interacts with visitors, screens for vision and tuberculosis and treats them for acute illnesses, sexually transmitted infections and skin infections.

Edward is now living with his sister in Massachusetts and is doing very well.

"We wouldn't be here together after 25 years if it weren't for Camillus Health," said Edward's sister. "They were truly a blessing."

Article: [New beginnings for veteran thanks to Blue Foundation grantee](#)

Comment Title: NEW BEGINNINGS

Comment: What a wonderful uplifting story! Where there is life, there is always hope. What a blessing this organization has been, and hopefully will continue to be. Thank-you for all you do!

Comment Title: New Beginning.

Comment: Thank God and the organizations, the financial support and the people who gave this man back the chance of a more healthy, productive and dignified life with family. I get this on more than one level, as a BCBSFL employee a christian and a veteran. Thank you.



fpnetwork.org
May 2010

Member Spotlight



The Blue Foundation for a Healthy Florida is the philanthropic affiliate of Blue Cross and Blue Shield of Florida. It was created as a 501(c)(3) philanthropic foundation that supports community-based solutions that enhance access to quality health-related services for the uninsured and underserved in Florida. To achieve its goals, The Blue Foundation strategically focuses grant allocations toward philanthropic, community-based solutions to improve program capacity and reduce barriers to access; nurture community health leadership to reinforce local solutions, foster innovation, and sustain quality; and leverage financial, human and other resources to maximize measurable impact.

<http://www.fpnetwork.org/>

EDITORIAL

Wildflower Clinic keeps its promises to West Augustine

Since January when the Good Samaritan Health Centers Inc., opened the doors to its full-time Wildflower Clinic on Herbert Street in West Augustine, there is no question about its success. The first part-time Wildflower Clinic was located in New Mount Moriah Ministries. It confirmed the need for the expansion of free medical and dental services to the uninsured in our community. In fact, the church is so supportive that Rev. Ron Stafford, pastor, donated the land across from Mount Moriah for the new facility. Stafford and other church officials recognized the importance of providing health care within the West Augustine community by making the land donation. The community at large is grateful for that.

Through April, Wildflower's medical clinic operated 34 days with nine volunteer physicians and eight volunteer nurse practitioners providing services to 464 clients. The new facility's dental clinic was open 38 days during which 11 dentists saw 264 clients. The estimated costs of those dental services would be \$72,385 if clients had to pay for them. No estimate is available for the value of the medical services provided to those in need.

These health-care professionals who volunteer their time and skills for the Wildflower Clinic should be applauded. These actions assure us that the community's well being is high on the priority list of these compassionate professionals.

As the word gets around through the community's jobless and working poor, we expect those client numbers to grow. That demand will create more demand for health-care professionals, too. At present, the clinic is in need of volunteers especially certified dental assistants, according to Lynn Baker, Wildflower Clinic director. Will those who have the skills spare a few hours a month for this worthy project?

In addition to volunteers, the clinic continues to need financial support. The clinic's estimated monthly expenses for the coming fiscal year are \$8,250 a month. This is a constant source of need.

Wildflower has already enjoyed generous support for equipment from The Blue Foundation, a division of Blue Cross/Blue Shield. Local businesses, civic clubs, private foundations, and the United Way of St. Johns County are also providing funding. St. Johns County gave an interest-free 20-year loan of \$80,000 toward the building's construction. Private donations from the community assisted with additional construction and equipment costs.

Running a free clinic isn't cheap, or easy. But the benefits it brings to people in need outweigh the costs.

There are many ways for the community to help sustain the Wildflower Clinic. We suggest you call the Wildflower Clinic at 829-1962, or e-mail goodsam_1@bellsouth.net and see how you can help.

How to access Wildflower Clinic services

The clinic is located at 668 Herbert St., off West King Street. The number to call is 829-1962.

The dental clinic is open from 9:30 a.m. till noon on Tuesdays and Wednesdays by appointment, and also at other hours by appointment.

The medical clinic operates on a walk-in basis from 5:30 to 7 p.m. on Thursdays and from 8:30 a.m. to 11 a.m. on Saturdays.

Only St. Johns County residents who do not have insurance or Medicare or Medicaid are eligible for these free services.

TRENDSETTERS

Health news site a fresh, reliable Internet resource

By STACEY SINGER
Palm Beach Post Staff Writer

It's a paradox that as mass media morphs into a cacophonous free-for-all of blogs, tweets and Flickr pix, finding reliable news is harder than ever.

Out of this information chaos, veteran print reporter Carol Gentry is forging something fresh and useful, a niche website called Health News Florida that's tracking state health news with a degree of depth and insight that's rare. The site's address is www.healthnewsflorida.org.

During this year's legislative session, the site has featured daily dispatches from an experienced hand, Jim Saunders, who slavishly tracked House efforts to dismantle the Department of Health and move all Medicaid patients into private HMOs.



Gentry

Saunders had spent the previous seven years covering the session for the *Daytona Beach News-Journal*, where he was its Tallahassee bureau

chief. He joined the Web start-up in February, at a time when other Tallahassee bureaus were shrinking.

"I was not a victim of downsizing. But the opportunity to work for Health News Florida came at a great time," Saunders said.

Health News Florida launched its Web operation one week before the 2007 legislative session with seed grants from the Winter Park Health Foundation, Health Foundation of South Florida and Palm Healthcare Foundation.

Back then it collected mostly health-related news from other outlets, and Gentry kept her day job with *The Tampa Tribune*. A friend handled much of the day-

See GENTRY, 5D

Health news website thrives on grants

► GENTRY from 1D

to-day posting and Gentry tended to it mornings and nights.

"I told *The Trib*, 'This is my volunteer work, it's a nonprofit,' and that was that."

A year later, Health News Florida had attracted \$186,000 in grants as the Allegany Franciscan Ministries, Gulf Coast Community Foundation of Venice, Jessie Ball duPont Fund in Jacksonville, Palm Beach County's Quantum Foundation and the Blue Cross and Blue Shield Foundation contributed. Gentry left *The Tribune* to devote herself to Health News Florida full time.

"I just decided this had to be done," she said.

The website is growing — 76,000 page views in March. It won a \$300,000 grant from the John S.

and James L. Knight Foundation this year.

Long term, she wants people to support Health News Florida with donations, the way they support public broadcasting. Some traditional media, including *The Miami Herald*, publish Health News Florida's pieces in their entirety. She's not charging for the content — yet.

Despite her new-media credentials, Gentry is a passionate believer in old-school journalism values. She won't allow comments on her stories. She uses freelancers, but says she insists they not take fees from the places they cover.

It's tough to find freelancers who are both uncompromised and knowledgeable. She'd like to raise money to hire more staff.

Most of all, she'd like more people to visit healthnewsflorida.org

and subscribe to its e-mail alerts.

"A lot of people who read us every day haven't subscribed and that drives me nuts because if we can count them as subscribers that helps us meet our goals with the foundations," she said.

As traditional news outlets change, she said, competent, experienced coverage will become increasingly rare, and valuable. Gentry has been reporting, mainly on health topics, since the 1970s, including a stint covering the managed care industry for *The Wall Street Journal*. Knowledgeable reporting should be supported as a nonprofit effort, she said.

"We cover the things that the mainstream media doesn't because it's not commercially attractive," Gentry said. "We cover the hard stuff."

©stacey_singer@pbpost.com



May 7, 2010

Sapphire Awards Available from Florida Blue Foundation

Funding Opportunity

Groups that improve health outcomes for at-risk populations and communities in Florida may apply for funding via the 2010 Sapphire Awards, funded by the Blue Foundation for a Healthy Florida.

The foundation, the philanthropic arm of Blue Cross and Blue Shield of Florida, will make awards of up to \$100,000 to efforts that "build on community assets, enhance organizational capacity, foster systemic change, and/or lead to lasting policy changes that improve health."

Application deadline is May 12. For more details, see the RFP online.

<http://www.jointogether.org/news/funding/opportunities/2010/sapphire-awards-available.html>



HELPING HANDS CLINIC

THERE WILL ALWAYS BE POOR PEOPLE IN THE LAND. THEREFORE, I
COMMAND YOU TO BE OPENHANDED TOWARD YOUR BROTHERS AND
TOWARD THE POOR AND NEEDY IN YOUR LAND. -DEUTERONOMY 15:11

SPRING 2010

PAGE 3

WOMEN'S HEALTH PROGRAM

In January 2008 with funding provided by the Blue Foundation for a Healthy Florida an effort was begun to develop a program for homeless women that would eventually lead to a second night of clinical care within a women's clinic. What began as a bi-monthly two hour meeting with an average of 3 women in attendance has become a weekly 4 hour program with 20 women waiting at the door for things to get started and an average of 30 attending overall. The "Spa," as named by the women who attend, provides the opportunity to obtain clothing, personal hygiene products, a shower and a hot meal. It is a time to sit and relax, talk with friends, watch a movie or take a nap in a safe and secure environment. Numerous community speakers have also presented information on a variety of topics. From its' inception in April of 2008 until April 2010 there have been 1,358 visits made to the program by 193 different women. With the inception of a women's medical clinic in Sept 2009 there have been 279 clinical visits held with 88 unique patients. Many of these patients are women who weren't getting the care they needed until after they began attending the "Spa." They were provided with what they want in order to get them what they need. Following is a poem written by Kim, one of the women from Thursday night.



"Life is a gift to enjoy and live.
To take a little and then to give.
Remembering the times and things that have been destroyed.
But enlighten your thoughts with moments you have truly enjoyed.
We are here but only once and so be it.
So be powerful and strong in everything you do.
'Cause God loves everyone especially you!"

Nonprofit Center of Northeast Florida
May 2010

The Nonprofit Center's
NUGGETS
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Connect, Convene, Develop, Advocate, Communicate

AWARD

The Blue Foundation for a Healthy Florida Sapphire Awards

Nominations for the 2010 Sapphire Award recognizing excellence in community health programming are open. Learn about the nomination process and the nomination forms by using the following links: To access information on the nomination process, [click here](#). The deadline is May 12.

Kristi House Annual Report 2008-2009

Thank You to Kristi House Donors & Grantors

Kristi House gratefully acknowledges all those whose generous contributions help children and families in our community.*

Foundations, Organizations & Public Grants

Allegany Franciscan Ministries, Inc.	International Club of Argentine Tango of South Florida	Peacock Foundation, Inc.
Boston Scientific Foundation	J.N. McArthur Foundation	Pinecrest Business Association
Carnival Foundation	Jackson Health System	Rotary Club of Miami Dadeland Pinecrest
Christ Congregational Church	Jewish Communal Fund	Seacamp Association, Inc.
D. Richard Mead Charitable Foundation	Joseph & Sherrie Garfield Charitable Foundation	St. Louis Catholic Church
de Olazarra Family Foundation	Joseph Weintraub Family Foundation, Inc.	State of Florida, Office of the Attorney General
Ellis Family Fund	Junior League of Miami, Inc.	The Batchelor Foundation
Family Christian Stores	Miami-Dade County and the Board of County Commissioners	The Blue Foundation for a Healthy Florida
Fernandez Pave the Way Foundation	Miami Project	The Children's Trust
Florida Christian School of Dade County, Inc.	Miami Science Museum	The Pearle Foundation Charitable Trust
Florida International University - National Organization for Women CAN	Michael and Ronnie Levine Philanthropic Fund	Twenty Little Working Girls
Florida International University - Women's Studies Student Association	Motivated Youth	United Way of Dade County
George Scarboro Roberts Foundation	National Children's Alliance	Village of Palmetto Bay
Girl Scout Group 1239	Paul Palank Memorial Foundation	West Broward Church of God
		Women's Fund of Miami-Dade County
		World Childhood Foundation, Inc.

May 2010



Members Memo

A monthly e-newsletter for members of Florida Philanthropic Network

Call for Nominations



The Blue Foundation for a Healthy Florida's Sapphire Award

The Sapphire Award recognizes and promotes excellence in community health programming in Florida. Award-winning programs and organizations will have demonstrated impact in improving the health-related outcomes of Florida's at-risk populations and communities. Nominations deadline: May 12.

News & Views

April 30, 2010

“One Stop” clinic benefits homeless and working poor

Although “Mr. Smith” originally came to the “One Stop” clinic at The Community Coalition on Homelessness in Bradenton for treatment of a common cold, he left with much more than he could have hoped. During the initial visit, doctors noticed Mr. Smith had a large growth on his forehead. In tears, Mr. Smith explained that the growth had been there for years and that he had suffered ridicule and teasing from his peers as a result.



A month later, a volunteer plastic surgeon visited the “One Stop” clinic and removed the growth that had plagued Mr. Smith for so many years. In addition to removing his growth, the clinic treated Mr. Smith for multiple medical problems including Crohn’s disease and hypertension. After receiving primary care for three months, Mr. Smith was connected to a primary medical home where he could continue receiving regular care.

Mr. Smith is just one example of the many who receive care at The Community Coalition on Homelessness’ “One Stop” medical and dental clinic – which is funded in part from a \$100,000 grant from The Blue Foundation for a Healthy Florida, the philanthropic affiliate of BCBSF.

By providing a variety of health services in one location, The Community Coalition on Homelessness boosts patient compliance and enables staff to provide more effective aftercare and follow-up.

“The Community Coalition on Homelessness increases access for those who often need medical care most,” said Susan Towler, vice president, The Blue Foundation. “Through our support of this organization and others like it, The Blue Foundation complements BCBSF’s mission to enhance the health and well being of all Floridians.”

Article Date: 4/30/2010 | Created By: Wright, Mark | Category: Community | Permalink | Email this Post | Comments (0)

Comments:

Article: “One Stop” clinic benefits homeless and working poor

Comment Title: Re: “One Stop” clinic benefits homeless and working poor

Comment: I think this is awesome to have a program like this. There are millions of people in Mr. Smith situation and most of them do not know this kind of care can help them. So many of people need the help, but don't realize where to go because of their living status. The information needs to be spread especially in the communities. If we want to enhance the health of all Floridians, then we must continue to spread the word about these programs which can benefit the homeless and citizens with little income.

Article: “One Stop” clinic benefits homeless and working poor

Comment Title: Mr. Smith

Comment: This is just plain wonderful to hear !!! Blue Cross cares about making a difference and not for a dime!!
Felitia Laws, Audio Video Care Consultant

Article: “One Stop” clinic benefits homeless and working poor

Comment Title: Re: “One Stop” clinic benefits homeless and working poor

Comment: This is the kind of stuff that needs to be in the News to counter all the “evil insurance” propaganda out there every day.

Passion fuels Blue Cross Foundation exec

Jared Skok

*Senior manager, The Blue Foundation
for a Healthy Florida
Blue Cross and Blue Shield of Florida
Inc.*

37

The irony is that when Jared Skok left home in Buffalo, N.Y., for George Washington University, he was a young man intrigued with science and energy. As an undergraduate, he wrote a thesis on nuclear power.

"I was always good in math," said Skok, senior manager of the Blue Foundation for a Healthy Florida. "And I developed a certain passion for physics."

But he didn't have enough passion for pursuing a career. Instead, Skok has wound up pursuing a career in, of all things, corporate philanthropy. "Real passions," he said, are fueled by challenges. For a variety of reasons, Skok, 37, found a challenge worth getting passionate about.

He credits a mixture of: focusing on the management of nonprofits while earning his public policy undergraduate degree; service in the Peace Corps; a paid internship at the White House before heading to graduate school; "the spirit of giving back that my parents instilled in me early on" and, finally, a fascination with the strategy of giving.



Skok

Skok has put all that he learned to good use, and into the eight books and 10 studies he has written during his 15-year journey to becoming a nationally respected expert on corporate philanthropy. Once CSX Corp. began consulting with Skok's counsel to improve its giving, his career path was pointed toward Jacksonville.

As part of his CSX assignment, he contacted Blue Cross and Blue Shield of Florida Inc., and was quickly struck by its \$20 million philanthropic budget, "twice that of much larger firms," Skok said. Soon thereafter, Blue Foundation Vice President Susan Towler was seeking his advice about candidates for a corporate position that needed filling. Nine months later, Skok was on board.

"Its commitment to helping all of Florida was clear, its strategy and execution were laudable, and I simply wanted to be a part of that," he said. Naturally, Towler was delighted, and praises Skok for "quickly becoming a key member of our team."

In 2009, Skok put his own stamp on the Foundation's strategy execution by transforming its processes. Eliminating paper altogether wasn't so much a "green" decision as an efficient one: The Foundation can respond much faster to the 2,000 requests it gets annually to help the uninsured and underinsured, said associate Mark Wright.

"Jared has a better understanding of the needs of nonprofits throughout Florida than anyone I know," Wright said.

Skok himself might just call it his way of expressing a passion.

— Chuck Day

April 25, 2010

Blue Foundation for a Healthy Florida Seeks Nominations for 2010 Sapphire Award

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, is accepting nominations of Florida healthcare nonprofits for the 2010 Sapphire Award. The annual award honors organizations for programs that improve the health-related outcomes of Florida's at-risk populations and communities.

Strategies that build on community assets, enhance organizational capacity, foster systemic change, and/or lead to lasting policy changes that improve health will receive special consideration. Honorees will receive a financial award of up to \$100,000 to use toward their defined community health objectives.

For complete program information and to submit an online nomination, visit the Blue Foundation for a Healthy Florida Web site.

Contact:

Link to Complete RFP

Primary Subject: Health

Geographic Funding Area: National

http://foundationcenter.org/pnd/rfp/rfp_item.jhtml;jsessionid=QGZBRSZ1KRPV3LAQBQ4CGW15AAAACI2F?id=291800011

Quick Connections **April 2010**

Meet the new members of The Blue Foundation Employee Review Team

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of BCBSF, was created in 2001 as part of our commitment to the public good. The mission of The Blue Foundation was designed to be broad enough to have a significant impact on the many different health care challenges in Florida. Through strategic grantmaking, The Blue Foundation awards grants to organizations and programs that are improving the health and well-being of the uninsured and underserved in Florida.

The Blue Foundation grantmaking process includes a volunteer group of BCBSF employees known as the Employee Review Team. This dynamic, passionate 18-member team meets every six months, at a minimum, and reviews selected proposals for funding consideration. Through teamwork, consensus and research, the team makes funding recommendations to The Blue Foundation board of directors. Team members also work on special projects during the year for The Blue Foundation and participate in on-site visits and check presentations to the selected grantees.

Business JACKSONVILLE Journal

March 25, 2010

**The Blue Foundation
for a Healthy Florida**
appointed its 2010-2011
board of directors: **Cyrus**
"Russ" Jollivette, presi-
dent; **Charles Joseph**,
vice president; **Varnum**
"Chip" Kenyon, secre-
tary; **Kim Read**, treasurer;
and **Gary Healy** and
Penelope (Penny)
Shaffer, members.



Florida Philanthropic Network

Building Philanthropy to Build a Better Florida

March 2010



SAPPHIRE Award
THE BLUE FOUNDATION FOR A HEALTHY FLORIDA

Seven Florida nonprofits were honored for their work to improve the health of Florida's uninsured and underserved as recipients of **The Blue Foundation for a Healthy Florida's** 2009 Sapphire Awards. The top awards went to the Ann Storck Center, Fort Lauderdale, and The Education Fund - Plant a Thousand Gardens Collaborative Nutrition Initiative, Miami-Dade County. [[**Read More**](#)]

2009 Annual Report

Twenty -Eight Years of Service 1981-2009

annstorchcenter
pendence



Thank You!

Blue Foundation for a Healthy Florida

The Sapphire Award is bestowed upon worthy organizations by the Blue Foundation for a Healthy Florida. The mission of the Blue Foundation is to enhance access to quality health related services for Floridian's through its strategic grantmaking to Florida's non-profits that serves the state's uninsured and underserved. The Sapphire Award is a result of the desire of the Blue Foundation to recognize excellence among the programs that create a significant positive impact on health related outcomes for the state's at-risk people and communities.

The Ann Storck Center was the honoree for the Sapphire Award, receiving a beautiful hand crafted glass trophy and an award of \$100,000. In receiving the award, the Blue Foundation noted "Ann Storck Center excels in its holistic approach to client care and at the overarching goal of supporting people with disabilities. This is evidenced by the service provided to participants, which extends beyond the basic day to day care and emphasizes access, actualization, and artistic expression. Receiving primarily federal funding, the organization has maintained services despite funding reductions and changes in legislation by its courageous and relentless perseverance in an effort to overcome public policy obstacles to patient care."

This recognition bestowed upon the Ann Storck Center by the Blue Foundation is a testament to the Center's focus on those served and providing those precious individuals with unique opportunities to discover their abilities and build their independence. The Center is at the same time humbled and proud by the recognition received through this award.

SAPPHIREAward

**Congratulations to our
Strategic & Funding Partners**



The Ann Storck Center's programs and services are funded in part by multiple agencies working cooperatively with the Center. The Center is grateful for the support of the Children's Services Council, the Broward County Children's Services Administration Division, and the School Board of Broward County, all of which support the Center's Preschool Early Intervention Program.

In addition, the Center is supported by the Agency for Persons with Disabilities and the Agency on Health Care Administration. The Center appreciates the long-standing relationship with these funding entities and thanks them for their commitment to caring for the children and adults of the Ann Storck Center.



March 15, 2010

Area Charity Doing its Part to Improve Florida's Oral Healthcare Walton County, Fla:

The Children's Volunteer Health Network "Just for Grins" Mobile Dental Clinic is currently visiting the sixth scheduled elementary school for the year. With only two left to go, the school year seems to have flown by for the staff, volunteers, and professionals that work about the Bus.

"Wow! I can't believe the year is almost over," said Denise Johnston, Mobile Dental Clinic Manager and Hygienist. "We will be seeing over 500 children between now and the end of the school year...that's a lot of teeth," Johnston went on to say. The Mobile Dental Clinic provides preventative and restorative oral healthcare to children in grades K-3 in Walton County and is the moving part of CVHN's mission to facilitate free access to healthcare for uninsured and underinsured kids in our community.

The MDC will be stationed at West Defuniak Elementary for the month of April, and will finish out at Freeport Elementary in May. In addition to the work the Mobile Dental Clinic does throughout Walton County, it also helps to improve the oral hygiene of children in Okaloosa County.

The Mobile Dental Clinic recently visited another children's charity - Children in Crisis, located in Fort Walton Beach. Alice Stapleton, Executive Director noted: "The organization is a long time friend of CVHN. Children in Crisis aims to help kids that have been removed from their homes by providing emergency shelter and foster homes.

"These kids often have no access to a dentist, so we consider this a great partnership and opportunity to impact these kids by providing them with the oral healthcare they need." For the second consecutive year, the Mobile Dental Clinic provided free preventative and restorative care to children at CIC, seeing a total of 16 youth. Yet while CVHN is caring for a growing number of young people every year, the number of children in need of oral attention continues to rise.

"Our concern for the oral health of the children in our community is growing," Stapleton continued. "The state of Florida received a 'F' through a major study conducted by the Pew Center on the States." This study was an enormous effort on the part of Pew, DentaQuest, and the Kellogg Foundation and concluded that Florida is challenged when it comes to making provisions for the oral health of its children. According to the study, one in five children in the US has no access to dental healthcare. "But that's not the worst news," Stapleton continued, "in Florida we fall below the already unacceptable national average."

The report shows that less than 25% of our state's children have access to dental services. "Something has to be done," Stapleton stated. "What would you do if your child received an 'F' in her class at school? You wouldn't accept that as her best, would you? We hope that the results of this study will make our citizens aware of the oral healthcare crisis in Florida and our own community." The bad news is that the state of Florida isn't performing in the area of oral healthcare, but the good news is that CVHN and supporters such as the Blue Foundation for a Healthy Florida are responding with urgency. Stapleton concluded, "We knew all along that we would have our work cut out for us. The Pew data simply told us how serious the problem really is. The day all kids have access to the oral healthcare they need, we can go home, but until then, we need volunteers and donations to continue to do our work. We refuse to fail. We want to be 'A' students, and know that it is possible." To read the complete study conducted by the Pew Center on the States, visit www.pewcenteronthestates.org.

http://www.panhandleparade.com/index.php/mbb/article/area_charity_doing_its_part_to_improve_floridas_oral_healthcare/mbb772
2011/print

The Jacksonville Business Journal
March 12-18, 2010

The **Florida Philanthropic Network** elected **Susan Towler** to its board of directors. Towler is executive director of community affairs for Blue Cross and Blue Shield of Florida Inc. and vice president of The Blue Foundation for a Healthy Florida.

March 10, 2010

Are You One of Central Florida's Healthiest Places to Work?

Orlando -

Orlando - Do you encourage your employees to include exercise in their daily activities? Do you know of a business that promotes bicycle riding or walking to work? Does your place of business offer facilities for exercise or working out for employees?

If so, Get Active Orlando (GAO) — an active-living advisory board to the City of Orlando — wants to know. In its continued effort to promote physical activity in our daily lives and encourage businesses and community leaders to guide the charge, GAO has launched a regional campaign to find and award the healthiest businesses in Central Florida.

The 2010 Healthy Workplace Awards program is open to any business in Central Florida that inspires employees to stay fit and healthy, based on a wide range of active living-related criteria. According to Leah Nash, GAO vice chairman, the application was designed to take only a few minutes to fill out and there is no entry fee. Applications are due April 30, 2010.

Nash says the awards program was created to honor businesses dedicated to the health of their employees, as well as to offer insight to those businesses that may want to start similar wellness programs at their offices. She says there are three levels of recognition in the Healthy Workplace Awards program, allowing businesses of all types and sizes to participate.

The Awards Program is being made possible through partnerships with We Care magazine, Blue Cross and Blue Shield of Florida, and Friends of Leu Gardens. We Care will be announcing and honoring the first-ever local Healthy Workplace Awards in its July 2010 issue.

Nash says active living is defined by a way of life that integrates physical activity into daily routines. The goal for adults is to accumulate at least 30 minutes of activity each day, which can be achieved by simple lifestyle changes such as walking or bicycling for transportation, taking the stairs, or using recreation facilities.

"Our goal is to become the city with the healthiest people who work at the healthiest companies in the nation," says Nash.

For applications, criteria, and submission guidelines to the 2010 Healthy Workplace Awards, e-mail info@getactiveorlando.com or visit www.getactiveorlando.com

Now in its seventh year of operation, Get Active Orlando is made possible by funding from the Robert Wood Johnson Foundation, The Blue Foundation for a Healthy Florida, and National Institute of Health.

http://www.dbusinessnews.com/shownews.php?newsid=203086&type_news=past

March 7, 2010

NEWS

Posted on March 7, 2010

People in the News (3/7/10): Appointments and Promotions

In other news, the **Florida Philanthropic Network** in Winter Park has announced the election of KATIE SCANLAN, IAN SMITH, and SUSAN TOWLER to its board. Scanlan is senior vice president and Southeast region executive for corporate social responsibility at Bank of America. Smith is senior vice president and chief communications officer for the Helios Education Foundation. Towler is executive director of community affairs for Blue Cross and Blue Shield of Florida and vice president of the Blue Foundation for a Healthy Florida.

<http://foundationcenter.org/pnd/news/story.jhtml?id=286700011>

Letters to the Editor

We're growing vegetable eaters

Re First lady Michelle Obama's Let's Get Moving campaign: While mandating exercise, overhauling school lunches and increasing access to fresh foods are critical starting points, each of these steps focuses solely on adults as the caretakers of children's wellness. We advocate including a method that inspires young people to be their own agents of change. In other words, you can lead kids to broccoli, but only they can decide to eat it.

The Education Fund and its partners have based our Schoolyard Edible Gardens program, Plant a Thousand Gardens -- Collaborative Nutrition Initiative (CNI), on the premise that students will eat what they grow and act on what they know. Students in 31 elementary schools in Miami-Dade County's public-schools district, are planting, harvesting, eating and cooking with vegetables. They are learning about nutrition in every subject thanks to intensive teacher training and support provided by CNI. The result: Students are demanding, of parents and school cafeterias, fruits and vegetables blackballed by generations of kids.

In fact, after one year in the program, 88 percent of parents report that they are preparing healthier foods at home. Cafeterias have even changed their menus in response to requests from students for healthier foods.

A national panel's recent review of our program and outcomes, including an up-to-80-percent increase in students who reported eating vegetables with a meal, deemed The Education Fund the winner of the prestigious Sapphire Award by The Blue Foundation for a Healthy Florida for "demonstrating excellence in addressing health disparities" within our community. And, the College of Public Health at the University of Southern Florida selected CNI for its Exemplary Practices in Childhood Obesity Prevention in Florida Award. Both validate our methods.

CNI's cross-disciplinary lessons not only meet state benchmarks and increase academic achievement, but are easily replicated in every elementary school across the district. We can meet this goal if the community and our government leaders rally to support our approach.

Unlike many societal problems, this one has a solution. Let's not forget to involve our children, whose open minds and optimism have, since time began, overcome obstacles even more formidable than Brussels sprouts.

LINDA LECHT, president, The Education Fund, North Miami

Tallahassee Democrat

March 5, 2010

LETTERS TO THE EDITOR

Volunteer dentists are a blessing here

Re: "Florida fails dental checkup" (news story, Feb. 24).

This excellent article showed this state's dismal failure to again meet the needs of Florida's children. Florida is one of only nine states given an "F" rating in the Pew Center study cited in the story.

However dismal the children's dental care statewide, in the Leon County area things are much better not only for needy children but also for medically indigent adults.

On Railroad Square, the Leon County Health Department's "Molar Express" has since late 2004 provided dental care to all Medicaid recipients ages 5 through 18. Under dental director Ed F. Zapert, DMD, it provides care to an average of 30-35 patients each day.

For the non-Medicaid, needy indigent, the We Care Program of the Capital Medical Society has collaborated with the Leon County Dental Association since 2003. Currently, 52 dentists volunteer, to date donating \$624,000 in dental services to uninsured adults.

The We Care Dental Network received an honorable mention at the 2009 Sapphire Awards, receiving \$25,000 from the Blue Foundation for a Healthy Florida, helping defray costs.

For our increasing numbers of needy and homeless, medical care and dental care are available due to the dedication of the area's physicians and dentists. Patients must meet financial eligibility criteria and be referred by a primary care provider.

Politics and politicians seem unlikely to provide what is so obviously needed, universal health care for all. But in the capital city area we can take comfort and give thanks to these great volunteer providers.

CHARLES R. MATHEWS, M.D.
mathewsc@comcast.net



March 3, 2010

FPN News

Three Florida Philanthropy Leaders Join Florida Philanthropic Network Board

(Winter Park, FL - March 3, 2010) Three leaders in Florida's philanthropy field have joined the board of directors of Florida Philanthropic Network, a statewide association of grantmakers. At its meeting on February 10, 2010, FPN's board of directors elected Katie Scanlan, Ian Smith and Susan Towler to three-year terms on the board.

"We are pleased to welcome these three leaders of Florida foundations and grantmaking organizations to the board of Florida Philanthropic Network," said Jane Curran, chair of FPN's board of directors and executive director of The Florida Bar Foundation. "They all bring valuable perspectives and experiences to help guide FPN as we work to build philanthropy to build a better Florida."

Katie Scanlan is Senior Vice President and Southeast Region Executive for Corporate Social Responsibility at Bank of America, based in Tampa. A 21-year veteran of Bank of America, she is responsible for all philanthropic, sponsorship and civic activities in Florida, Georgia, Tennessee, Alabama, Mississippi and Louisiana. Scanlan has held various management positions during her tenure including Florida Community Relations Manager, Florida Sponsorship Marketing Manager and Florida Public Relations Manager. She is currently a board member for Communities in Schools of Florida and a member of Leadership Florida's Class 28.

Ian Smith is Senior Vice President and Chief Communications Officer for the Helios Education Foundation, where he provides strategic brand, marketing and public relations leadership to the foundation. As the most senior-level representative for Helios in Florida, Smith manages the foundation's Tampa office and is responsible for its statewide community relations. He is a member of Leadership Florida's Class 28.



Susan Towler is Executive Director of Community Affairs for Blue Cross and Blue Shield of Florida and Vice President of The Blue Foundation for a Healthy Florida, where she is responsible for the company's community investment programming and philanthropy. She joined the company in April 1996, and was formerly Public Relations Director for the company. Towler is currently a board member for the Jacksonville Community Council Inc. and is a member of the Women's Giving Alliance.

She is a graduate of Leadership Florida and currently serves on its regional council. In 2008, Towler was appointed by Governor Charlie Crist to a three-year term on the Governor's Commission on Volunteerism and Community Service.

Founded in 2001, Florida Philanthropic Network is a statewide association of grantmakers working to strengthen philanthropy through research, education and public policy. Florida Philanthropic Network represents community, private, corporate, operating and family foundations and other grantmakers across the state that are committed to building philanthropy to build a better Florida.

Copies of the report are available for purchase.

Contact:

David Biemesderfer
Florida Philanthropic Network
407-478-6263

National STD Conference in Atlanta March 2010



Community-Based STD Clinic for LGBT Youth (13-23): A Collaborative Approach that Finds High Positive Rates

BACKGROUND:

Lesbian, gay, bisexual, and transgender (LGBT) young people, especially young men who have sex with men (YMSM) in Duval County, Florida, have unique and frequently unmet health care needs. The clients who utilize LGBT service centers are extremely reluctant to seek treatment in traditional medical facilities because of treatment costs and perceived stigma.

Presented by:
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Duval County Health Department, Jacksonville, FL
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Phone: 904-253-1168
Fax: 904-798-4948



- In Duval County, over half (55%) of new HIV cases in 2007 were African American MSM and at least one in 13 Black MSM are living with HIV. Young males / adolescents (ages 13-29) make up 23% of the HIV cases among men. These reflect high rates of HIV cases among predominantly African American YMSM. (The Partnership 4 Comprehensive HIV/AIDS Prevention Plan 2007-2009, revised June 2008)
- The June 27, 2008, MMWR Trends in HIV/AIDS Diagnosis Among MSM reports from 2001-2006 statistically significant increases in diagnoses were observed in nearly all racial/ethnic populations of MSM ages 13-24, with an increase of 93% observed among young Black MSM, twice as many as their white counterparts.
- In a study in the CDC Fact Sheet: HIV/AIDS among MSM, 77% of YMSM who were HIV+ believed they were not infected. Young Black MSM were more likely to be unaware of their infection, 9 out of 18 young black MSM compared with 5 out of 18 young white MSM. Of these YMSM who tested HIV+, 74% had previously tested negative for HIV and 59% believed they were at low or very low risk.
- Duval County ranked first of Florida in the number of Gonorrhea cases reported in 2007, second in Chlamydia, and sixth in Syphilis cases. The high rate of STD infection creates an added risk factor, especially African American YMSM. According to Out in the Open, in the presence of most STDs, the likelihood of acquiring or transmitting HIV increases 3-5 fold.
- "Fear of discrimination and stigma keep many in the GLBT community from seeking care for themselves or their families or from disclosing relevant personal information once in care." The GLBT Health Access Project, described in the American Journal of Public Health (June 2001).
- The special needs of GLBT youth are also discussed in the Healthy People 2010 Companion Document for LGBT Health, by the Gay and Lesbian Medical Association: "Among all age groups, adolescents are the most uninsured and underinsured group and are the least likely to receive office-based medical care or to use primary care services. Despite having poorer overall health status, ethnic and racial minority youth are less likely than white peers to receive needed health or mental health care. Minority youth are at higher risk for serious health problems and poor outcomes, and are less likely to have health insurance or a routine source of care for health maintenance or acute care needs." (Ryan and Pottierman, Lesbian and Gay Youth: Care and Counseling, P.268, 2009)
- There are multiple conditions that work together to magnify the opportunity for the risk behaviors that lead to exposure and infection from HIV. These include STD infections, mental health and substance abuse issues. Combined with the community's stigma around HIV and homophobia, the lack of access to safe, supportive, and affordable health care, and the developmental challenges of adolescence, these conditions create a variety of institutional barriers and individual and community challenges.

COMMUNITY-BASED STD CLINIC OBJECTIVE: To increase STD / HIV testing and access to health care for LGBT youth

METHODS: The Duval County Health Department (DCHD) and the Jacksonville Area Sexual Minority Youth Network (JASMYN), a community-based LGBT youth center, have developed an innovative collaboration to provide health services to LGBT youth through the establishment of an on-site STD clinic. JASMYN supports and empowers LGBT youth, ages 13-23, by creating safe space, providing youth development services, and bringing people and resources together to promote diversity and human rights. The Duval County Health Department Field Operations Division has a long history of seeking testing venues in neighborhoods and community settings where HIV and STD rates are high. This collaboration provides a first-time opportunity to bring STD testing and treatment services to a youth center that specializes in reaching high risk sexual minority youth in Duval County.

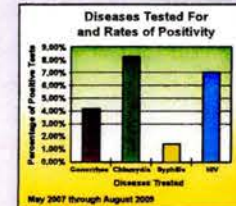


The clinic, offered twice monthly at the JASMYN House, provides STD screening and treatment, HIV rapid testing, referrals, and linkages to further care. DCHD provides an ARNP with a specialty in STD treatment, medications, and medical supplies. JASMYN provides the facility and educational outreach to young LGBTQ clients in a friendly venue with peers and culturally appropriate staff and medical volunteers. JASMYN staff provide the overall coordination and follow-up for the clinic. The clinic is also complemented by JASMYN's other youth development programs, including leadership development, evidence-based HIV prevention models such as D-UP!, Defend Yourself and Street Smart, health education, comprehensive sex education, and case management for high risk youth.

Since the clinic opened in May 2007, first with medical support from the University of Florida Department of Pediatrics, it has had over 100 visits from LGBTQ teens and young adults, and has identified at least one pregnancy and over 25 STDs, including Gonorrhea, Chlamydia, Syphilis, Herpes, and HIV.

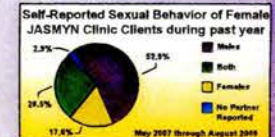
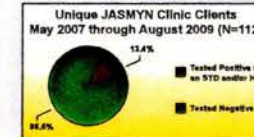
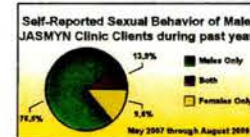
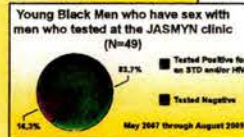
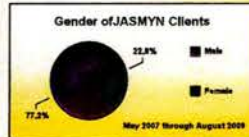
RESULTS: A total of 112 clients received 141 clinical services during 46 clinic sessions. Of these, 13.4% tested positive for HIV, Chlamydia, Gonorrhea, and/or Syphilis. For Black gay, bisexual and other YMSM, 14.3% tested positive for at least one STD. A total of 71 HIV tests were administered, with a 7% positivity rate; all of which occurred in Black YMSM. Charts for demographics and positives with types - see below.

CONCLUSIONS: Locating an STD clinic at the LGBT youth center increased testing and STD services to underserved high-risk youth, and yielded high rates of positivity for both STD and HIV.



IMPLICATIONS FOR PROGRAMS, POLICY OR RESEARCH:

Collaborations between public health programs and specialized youth-oriented community organizations are extremely positive in terms of the opportunity to provide core STD services to underserved high-risk populations. In a time when clinical outcomes (i.e., positivity rates) are critical measures of program effectiveness, this partnership described here represents a viable, feasible and extremely effective public health intervention. Successful partnerships such as the DCHD/JASMYN project should be fostered and expanded because of the significant potential for disease control, prevention education, and risk reduction in underserved LGBT youth. Such programs are especially relevant in urban centers with high STD/HIV rates. Program expansion that would broaden the impact of non-traditional clinics could include immunizations, expanded reproductive health care, including care for transgender youth, mental health and substance abuse referrals, and primary medical care.





Members Memo

A monthly e-newsletter for members of Florida Philanthropic Network



Katie Scanlan



Ian Smith

Three Florida Philanthropy Leaders Join Florida Philanthropic Network Board

At its meeting on Feb.10, FPN's board of directors elected three new members to three-year terms on the board:

Katie Scanlan, Senior Vice President and Southeast Region Executive for Corporate Social Responsibility at Bank of America;

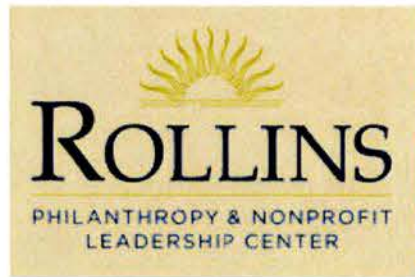
Ian Smith, Senior Vice President and Chief Communications Officer for the Helios Education Foundation;

Susan Towler, Executive Director, Community Affairs for Blue Cross and Blue Shield of Florida and Vice President of The Blue Foundation



Susan Towler

http://campaign.constantcontact.com/render?v=001cHaZO6NvI5WfbdCiYaOfEp7DnlcU4UG4jy3--o2a-YG0YcIIDSMOLOYizjDsPVUcn0qtpT-OQeFUImizgoHgMEvM9i1KYpHqBthdfXxoi8AlZVZGH_VxHZaSkVaDdy3cFj5DW_yT0_KjCHPc5uM-mqInGn97OQ7tmSD-Ft2Z4B_YF_9LUkSIHUg2xxXi-DgT6ZKoNV_ie_k%3D



March 2010

Grants

Health Care Delivery Programs in Florida Funded

The mission of the Blue Foundation for a Healthy Florida is to enhance access to quality health-related services for Floridians, with a particular focus on the uninsured and underserved. The program's current focus is on community-based health clinics and outreach services. Within this focus area, priority is given to: philanthropic approaches to health care education, awareness, and training programs, especially those with a grassroots outreach component; demonstration and/or research projects that attempt to find a new way to deliver health care or to increase access to health care services for the uninsured and underserved; and projects that use innovative techniques to address a specific problem in a geographic area or target population. For more information

visit <http://www.bcbsfl.com/index.cfm?section=visitors&fuseaction=BLUEFOUNDATION.Grants>.

<https://app.e2ma.net/app/view:CampaignPublic/id:31690.6608288804/rid:84d88d4813e84fc45cb61fc82f330e98>

Nonprofit Center of Northeast Florida
March 2010

The Nonprofit Center's

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****** FUNDING OPPORTUNITIES ******

**** The Blue Foundation for a Healthy Florida, Inc. - DEADLINE: March 12, 2010**
IMPACT Health Care (Improving Access to Health Care) Grants Program is accepting applications from nonprofits, local and state governments for their summer cycle which improve program capacity and reduce barriers to access; nurture community health leadership to reinforce local solutions, foster innovation, and sustain quality; and leverage financial, human, and other resources to maximize measurable impact. Grants are made in amounts between \$10,000 and \$100,000 each. For complete grant information, [click here](#).

March 2010



Members Memo

A monthly e-newsletter for members of Florida Philanthropic Network

Funding Opportunities



Blue Foundation for a Healthy Florida: IMPACT Health Care

Grants are strategically awarded to diverse, philanthropic, community-based solutions that improve program capacity and reduce barriers to access; nurture community health leadership to reinforce local solutions, foster innovation, and sustain quality; and leverage financial, human and other resources to maximize measurable impact.

Deadline for summer 2010 round: March 12, 2010.

<http://campaign.constantcontact.com/render?v=001cHaZO6NvI5WfbdCiYaOfEp7DnlcU4UG4jy3--o2a-YG0YcIIIDsMOLoyizjDsPVUcn0qtpT->

[OQeFUImizgoHgMEvM9i1KYpHqBthdfXxoi8AlZVZGH_VxHZaSkVaDdy3cFj5DW_yT0_KjCHPc5uM-mqlnGn97OQ7tmSD-Ft2Z4B_YF_9LUkSIHUg2xxXi-DgT6ZKoNV_ie_k%3D](http://campaign.constantcontact.com/render?v=001cHaZO6NvI5WfbdCiYaOfEp7DnlcU4UG4jy3--o2a-YG0YcIIIDsMOLoyizjDsPVUcn0qtpT-)



February 25, 2010

Grant Alert Detail

IMPACT Health Care Grants (Florida)
Submitted: 2/25/2010 11:35:00 AM

Blue Foundation for a Healthy Florida – IMPACT Health Care Grants (Florida)

The Blue Foundation for a Healthy Florida invites applications for their IMPACT Health Care Grant program. Grants are awarded to diverse, philanthropic, community-based solutions that improve program capacity and reduce barriers to access to care; nurture community health leadership to reinforce local solutions; foster innovation and sustain quality; and leverage financial, human and other resources to maximize measurable impact. The current focus of the program is community-based health clinics and outreach programs.

Award amounts range between \$10,000-\$100,000 and is limited to a maximum of three years. Eligible organizations include nonprofit organizations with 501(c)(3) status and public agencies, including state and local governments.

Deadline: March 12, 2010

Please Note: The Center for Health and Health Care in Schools (CHHCS) does not administer this funding opportunity.

Please contact the Blue Foundation for a Healthy Florida for more information and to apply for this funding: <http://www.bcbsfl.com/index.cfm?section=Visitors&fuseaction=BLUEFOUNDATION.Grants>

<http://www.healthinschools.org/>

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Churches go beyond debating health care reform [Jan. 17, 2010 {1124} | By Jenna De Marco]

02-24-2010

The Jan. 17 article, "Churches go beyond debating health care reform," points out that many faith-based organizations go beyond nurturing spiritual health by tending to the physical needs of their neighbors. Regardless of faith, race or background, these organizations help people who often have nowhere else to turn. Whether for a dental extraction, prenatal ultrasound, detection and treatment of chronic diseases, or mental health counseling, millions of Floridians can access medical treatment thanks to organizations like Shepherd's Hope and Helping Hands. The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, values the partnerships it has with Shepherd's Hope, Helping Hands and other faith-based organizations throughout Florida. In fact, approximately 18 percent, or nearly \$3 million, of the grants The Blue Foundation has awarded since its inception in 2001 have been to support health-related programs operated by faith-based organizations. These nonprofits strive to ensure Florida's working poor, unemployed and homeless populations don't have to wait until their health conditions spiral out of control to receive care. Their services enable many to receive primary, preventive and specialty care at little to no cost in a setting other than an emergency department. Often leaving a clinic with healthier minds, bodies and souls, individuals can move forward to live happy and productive lives. As the Jan. 17 article indicates, demand for affordable medical services has dramatically increased due to record unemployment rates and other economic and environmental factors. The Blue Foundation applauds the efforts of every nonprofit, both faith-based and secular, to accommodate this increased demand.

Susan Towler

Vice President, The Blue Foundation for a Healthy Florida

February 19, 2010

**Blue Foundation for a Healthy Florida Invites Applications for
IMPACT Health Care Grants Program**

The Blue Foundation for a Healthy Florida, the philanthropic affiliate of Blue Cross and Blue Shield of Florida, accepts applications for the Improving Access to Health Care grants program during two proposal cycles in the summer and winter.

Grants are strategically awarded to diverse philanthropic community-based solutions that improve program capacity and reduce barriers to access; nurture community health leadership to reinforce local solutions, foster innovation, and sustain quality; and leverage financial, human, and other resources to maximize measurable impact.

IMPACT Health Care grants fund a range of projects, from mobile clinics that provide healthcare to children, to training physicians on women's heart disease symptoms, to improving the lives of Hispanics with diabetes.

The current focus for the IMPACT Health Care grants program is on community-based health clinics and outreach programs.

The foundation makes IMPACT grants to nonprofit 501(c)(3) organizations and public agencies, including state and local governments (for example, health departments). A public entity may serve as a fiscal agent for a charitable organization or be part of a coalition or consortium applying for funding. Applicants must directly serve Floridians and be located in Florida.

Grants are made in amounts between \$10,000 and \$100,000 each. Multiyear commitments of up to three years may be made.

For the summer 2010 round, the application deadline is March 12, 2010. The winter 2010 round opens to applications on July 15, 2010, and closes September 10, 2010.

Complete grant guidelines are available at the foundation's Web site.

http://foundationcenter.org/pnd/rfp/rfp_item.jhtml?id=285500054



PHOTO PROVIDED

The Community Coalition on Homelessness recently received \$100,000 from The Blue Foundation for a Healthy Florida to create a "one stop" medical and dental clinic for the homeless and working poor of Manatee County. Pictured, from left, Jarod Skok, grants manager, The Blue Foundation for a Healthy Florida; Adell Erozer, executive director, Community Coalition on Homelessness; Dr. Jim Little, volunteer dentist; and Susie Walters, board president, Community Coalition on Homelessness.



PHOTO PROVIDED

On Jan. 28, the Manatee District of Southwest Florida Council, Boy Scouts of America, held its annual recognition dinner at Camp Flying Eagle. More than 70 adult leaders attended the event. Pictured, from left, Wendy Langford (assistant district commissioner), Silver Beaver Award — the highest recognition that can be bestowed upon a volunteer by the scout council; Scott Gingrich (Pack 41), Cubmaster of the Year; Greg Graham (senior scout executive); Pat Nanney (Troop 10), Scoutmaster of the Year; Maureen Reinecke (Troop 89), District Award of Merit; and Betty Cuthbert (Troop 89), District Award of Merit. Not pictured: Terri Yates (Roundtable staff), District Award of Merit.



PHOTO PROVIDED

The Bradenton branches of SunTrust Bank's Southwest Florida region recently presented Meals on Wheels PLUS of Manatee with a donation of \$10,000. Pictured, from left, Mary Forristall, board member of Meals on Wheels PLUS; W. Glen Everhart, SunTrust first vice president of commercial banking; Ellen Campbell, president/CEO of Meals on Wheels; and Beth



PHOTO PROVIDED

Hugh McGuire, president of The Parrish Foundation, Inc., recently presented a check for \$10,000 to Sean Allison, president and CEO of the Manatee County YMCA, at the new Parrish YMCA/Community Center. The check is for the scholarship fund of the Parrish branch of the Manatee County YMCA. Pictured, from left, are Mandy Humphreville, Ben Jordan, Kim Vole, Kim Schuerman, Scott Morin, Sean Allison, Nancy Beal,



February 12, 2010

'Taste of The Villages' raises funds for local free medical clinic

By PATRICIA STEELE, DAILY SUN

Friday, February 12, 2010 12:18 AM EST

THE VILLAGES — The Rev. Gianni Agostinelli was all smiles Wednesday evening as he made his way through the crowded St. Timothy Catholic Community Social Hall.

Agostinelli, pastor of the San Pedro Jesus Maldonado Mission, was beaming about the impressive attendance at "A Taste of The Villages," the first fundraiser for the Lazarus Free Medical Clinic in Wildwood.

The fundraiser was another step toward realizing Agostinelli's dream of expanding the mission, where he has served for three years.

Agostinelli's goal is to provide spiritual guidance to the Hispanic population of the area as well as to serve their physical needs.

"The upper level of the church is dedicated to the spiritual needs of the congregation," Agostinelli said. "In our Sunday services we normally have 250 people. It's standing room only. Plus we have youth programs, a guitar group and so much more."

The other level of the mission serves the population's physical needs by providing space for a free medical clinic that's open twice a week, and for a distribution point for St. Vincent de Paul's food pantry.

The "Taste of The Villages" brought together members of four parishes — St. Timothy Catholic Community, St. Vincent de Paul Parish, St. Mark the Evangelist Parish and The Catholic Community of St. Paul — and dozens of volunteers to make the event a success.

St. Timothy Catholic Community and the Rev. Ed Waters donated the use of the parish's social hall for the fundraiser, which drew nearly 300 guests.

The evening offered food, entertainment and a cooking demonstration by Valerie Hart, a freelance writer, food writer and host of the television program, "The Back of the House."

"We had a silent auction, a live auction, door prizes and more," Nikki Hoffman said. "We wanted everyone to have fun."

"We sold 300 tickets in less than three weeks," said Hoffman, community outreach coordinator for Lazarus Free Clinic. "It was just amazing."

A variety of appetizing food was provided for the event by popular local restaurants such as Urban Flats, redsauce, Honeybaked Ham and Caf/, Plantation Oaks Restaurant, Billy R's Personal Chef, Mom & Dad's Italian Restaurant, Cody's Roadhouse, Sweet Creams Ice Cream, Ay Jalisco! Mexican Restaurant, Sonny's BBQ and CiCi's Restaurant.

"These restaurants donated the food and staff for tonight's event," Hoffman said. "We are so thankful for their assistance."

Tom McNaughton, a St. Timothy parishioner who is active with the St. Vincent de Paul Society, was surprised it took even three weeks to sell the tickets.

"These are the most generous people in the world living in this area," the Village of Hacienda East resident said.

"There was never a doubt for me. Selling those tickets would not be an issue."

McNaughton explained the St. Vincent de Paul Society serves people in need in a variety of ways.

"We could provide a lot of services through the society but we didn't have a medical facility for people; now there is one in Wildwood," McNaughton said.

The Lazarus Free Clinic is operated by more than 50 volunteer doctors, nurses and support staff. It is supported through Catholic Charities of Central Florida, area Catholic churches, a grant from the Blue Foundation For a Healthy Florida and donations from local businesses and individuals.

Leesburg pediatrician Rafael Cheas has volunteered at the clinic since its doors opened last year.

"I visit the clinic about every three weeks for about four hours," Cheas said. "I see an average of 15 to 16 children each time I visit and the number continues to grow."

The Lazarus Free Clinic serves residents of Lake, Sumter and Marion counties who are not covered by private insurance, Medicaid or Medicare.

"These are the people who are unemployed or underemployed and wouldn't see a doctor at all or would end up in the emergency room at the hospital if we didn't have the clinic," Hoffman said.

For more information about the clinic, call 748-4567. Patricia Steele is a reporter with the Daily Sun. She can be reached at 753-1119, ext. 7992, or patricia.steele@thevillagesmedia.com.

<http://www.thevillagesdailysun.com/articles/2010/02/12/news/news03.txt>



February 2010

\$75,000 GRANT BOLSTERS AIDS PROGRAM

Abstract

Thanks to a \$75,000 grant from the Blue Foundation for a Healthy Florida, a Palm Beach County program that keeps HIV/AIDS patients on their medications and in regular care will be able to offset budget reductions that required it to make some service cuts. The money from the philanthropic affiliate of Blue Cross and Blue Shield of Florida is urgently needed, said Yolette Bonnet, CEO of the county's Comprehensive AIDS Program (CAP). "Every once in a while you get a ray of sunshine," Bonnet said of CAP receiving the foundation grant. "We're grateful and honored that we got this funding." However, more help is needed, Bonnet noted. "We still have a very large gap," she said. CAP was forced to pare down its client roster last fall after the Health Care District of Palm Beach County eliminated its annual grant of \$400,000 to the group. "We used to have over 3,000 individuals in case management. It's probably going to be 2,500 this year," said Bonnet. The Blue Foundation gave CAP its "award of distinction" for addressing local health disparities.

Source

<http://www.palmbeachpost.com>

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12/15/2009

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Author

Stacey Singer

Article Category

Local and Community News

Subjects

Funding
HIV/AIDS Treatment or Therapies
Local Health Programs
Persons with HIV/AIDS
Therapeutic Drugs

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<http://www.cdcnpin.org/scripts/display/NewsDisplay.asp?NewsNbr=54638>

THE CHRONICLE OF PHILANTHROPY'S
Guide to Grants

February 2010

Blue Foundation for a Healthy Florida
(Jacksonville, Florida)

Child health: \$100,000 to Nemours Health and Prevention Services (Jacksonville, Florida) **3/12/09**
[see listing](#) [find similar](#)

Child health: \$100,000 to War on Poverty-Florida (Jacksonville, Florida) **3/12/09**
[see listing](#) [find similar](#)

http://grants.philanthropy.com/pcgi-bin/premium/gtg/taxis/premium/grants/gtgsearch/+ZwwFqtmnBwocxFqqtMqFqnmwBnmFqqtMrzheE-wwweS-wwwozmeQxwwwAzmwwwwcFqzPWW+X8Xe2Vmnzmwww?a=search&skip=0&gm=&id=&recip=&q=Child_health

North River News

Jan. 28-Feb. 3, 2010

North River News



Pictured from left to right, Jarod Skok, grants manager, The Blue Foundation for a Healthy Florida; Adell Erozer, executive director, Community Coalition on Homelessness; Dr. Jim Little, volunteer dentist; and Susie Walters, board president, Community Coalition on Homelessness.

'One Stop' clinic benefits homeless, working poor in Manatee County

The Community Coalition on Homelessness recently received \$100,000 from The Blue Foundation for a Healthy Florida to create a "one stop" medical and dental clinic for the homeless and working poor of Manatee County. In addition to increasing access for those who often need medical care most, consolidating services to one site boosts patient compliance and enables staff to provide

more effective aftercare and follow-up.

The Blue Foundation for a Healthy Florida is the philanthropic affiliate of Blue Cross and Blue Shield of Florida. The Blue Foundation's partnership with Community Coalition on Homelessness supports its efforts in making a constructive contribution to the health and well-being of all Floridians - especially the uninsured and underserved.



FAMILY ON
Assisted Liv
care and spe
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Veterans a

January 2010



Network News

A monthly e-newsletter for people interested in Florida philanthropy



Blue Foundation Honors Nonprofits for Improving Health of Floridians

Seven Florida nonprofits were honored for their work to improve the health of Florida's uninsured and underserved as recipients of The Blue Foundation for a Healthy Florida's 2009 Sapphire Awards. The top awards went to the Ann Storck Center, Fort Lauderdale, and The Education Fund - Plant a Thousand Gardens Collaborative Nutrition Initiative, Miami-Dade County.

<http://archive.constantcontact.com/fs080/1102010840282/archive/1102921563784.html>

Free clinic opens

Medical, dental services offered in West St. Augustine

Posted: January 17, 2010 - 12:09am

By JIMMEL WALSH

A new free medical and dental clinic is open in West St. Augustine for uninsured and low-income St. Johns County residents after the community and organizations saw a need for more healthcare services in the area.

"We had a vision," Debbie Honnen, president of Good Samaritan Health Centers Inc. said. "It was a group effort, a community effort."

More than 50 people turned out for Saturday's ribbon cutting ceremony at Wildflower Clinic, the only volunteer free dental and medical clinic in St. Johns County.

As many as 20 volunteer doctors and staff man the clinic.

It provides services to all uninsured St. Johns County residents with incomes that are 200 percent or less of Federal poverty guidelines. For a family of four, for instance, that would equal a household income of \$44,100 or less.

The clinic has two medical rooms, three dental rooms and a laboratory. The clinic will run just like a regular doctor's office. The medical services are on a walk-in basis, but the dental services initially will be by appointments.

The idea for the clinic began at New Mount Moriah Christian Ministry. The church provided space for medical services to women in the community to decrease infant mortality rates. Soon the church's sanctuary couldn't accommodate the growing number needing medical assistance. The pastor of the church, Ron Stafford, donated the empty lot across from the church as the site to build the new clinic. Three years later the clinic was completed with donations and fundraisers by Good Samaritan, The Blue Foundation for a Healthy Florida, Weed and Seed, St. Johns County and the community.

County Commissioner Ron Sanchez, district 2, said, "It's just one more thing accomplished in this community."

The Wildflower Clinic's dental program is the only one of its kind in St. Johns County and will provide all dental services including dental hygiene. Kami Roeder, director of the St. Augustine Christian Service, said the need for dental assistance is big in the community. Having good dental hygiene can help people get jobs, she said.

"I am so excited about this," Roeder said. "I have clients that need this."

*

For more information about the Federal poverty guidelines, go to www.aspe.hhs.gov

To visit the clinic: 268 Herbert St. St. Augustine 32084

Medical hours of operation: Thursday, 5:30 to 8 p.m. and Saturday, 8:30 to 11 a.m.

To schedule a dental appointment, call 829-1962.

<http://staugustine.com/node/6525/>

Free clinic opens

Medical, dental
services offered in
West St. Augustine

By JIMMEL WALSH
St. Augustine Record intern

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Good Samaritan Health Centers opened its new medical and dental Wildflower Clinic in St. Augustine on Saturday. The clinic will provide free medical and dental services and health education to uninsured residents of St. Johns County whose income is 200 percent or less of federal poverty guidelines. By **DARON DEAN**, daron.dean@staugustine.com

CLINIC

CONTINUED FROM PAGE 1A

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AT A GLANCE

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Broward clinic welcomes uninsured

By Judy Vik

PELICAN WRITER

A philanthropic foundation was so impressed with the work of an Oakland Park medical clinic that it doubled its request for financial help.

Instead of approving a \$50,000 grant, the Blue Foundation for a Healthy Florida recently awarded a \$100,000 grant to the Light of the World Clinic, Clinica Luz Del Mundo, at 806 E. Prospect Road.

In evaluating the clinic, representatives of the Blue Foundation visited the site in a strip shopping center and stayed longer than expected, according to Sandra Lozano, clinic director.

Lozano was pleasantly surprised at the size of the grant.

"They said they were so impressed with our organization and programs, they asked if we would accept \$100,000. I said, 'You've got to be kidding!'"

The Blue Foundation is the philanthropic affiliate of Blue Cross and Blue Shield.

"They said, 'What you do with what you have is so phenomenal, we would like to be able to help,'" Lozano said.

The funds will be awarded over a two-year period to help provide more services to another 2,000 people.

Dr. Erwin Vasquez, a cardiologist, established the clinic nearly 20 years ago to provide free health care and preventive medical services to uninsured and under served residents in Broward County in a sensitive and culturally respectful manner.

The clinic serves about 12,000 clients annually, including about 1,000 new families or individuals each year.

The numbers of those seeking help keep increasing in this economy, Lozano said.

By the end of February they had already served 121 new families, the same number as seen by mid-May last year.

"People are losing their jobs, and they no longer have health insurance, or they were cut from full-time to part-time work and no longer have benefits," Lozano said.

In the past, the clientele was predominantly immigrants, but that has changed in this

Clinic

From page 15

economy, and the clinic is busier than it ever has been.

To qualify for help at the clinic, applicants must be residents of Broward County, have no health insurance and be at 200 percent of the poverty level. For a single person, that means earning no more than \$1,805 monthly or \$21,660 annually. For a family of four, that's a monthly income of \$3,675 or \$44,100 annually. The clinic, which provides primary care, has four paid employees and 229 volunteers.

The clinic also has 23 volunteers that are health care providers, including doctors, registered nurses and nurse practitioners. The majority of doctors are retired. Some volunteers are students or lay people who help with translation.

"If every doctor could donate a day a month to an organization like this, we would be so much better off," Lozano said.

Clinic services are provided free to clients. The clinic only charges for lab fees. "We make sure those who qualify for our services get the best possible care," Lozano said.

"Our doctors take the extra time and when needed, refer patients to a volunteer dietician and cardiologist on staff. We don't ask if they're legal or illegal," said Lozano.

Some who come for help learn they are eligible for such federal programs as Social Security, Medicare or Medicaid.

Clinic personnel helped one homeless veteran, who only had a tattered driver's license, get proper identification so he could obtain the veteran's benefits he was entitled to. He needed a colonoscopy and surgery.

The clinic is primarily privately funded with donations from private foundations, corporations and individuals. It receives \$15,000 annually from the City of Oakland Park through a community block development grant.

Lozano said the city is very supportive of what they do.

She is hopeful the current economic situation won't affect their operations.

"If the giving isn't there, they will have less, and we

will be one of many asking for assistance."

About 250 area residents came to the clinic's Community Health Expo, April 4 at Collins Community Center in Oakland Park. Many of the clinic's volunteer doctors were on hand, and free health screenings were available. Nursing students in a Barry University community health class worked with Lozano in organizing the event. For more information, call 954-563-9876 or visit www.flafreeclinic.org.



Alejandra Cruz has her heart beat checked by Dr. Lynne Palmer. [Staff Photo]

Corporate Giving/Corporate Foundations

Ranked by most recently reported cash contributions paid to South Florida-based charities

Rank 2009	Company Address	Phone Web site	Cash contributions S. Fla. Florida Total	In-kind contributions S. Fla. Florida Total	Fiscal year	Geographic focus of giving Areas of support	Top local executive & title(s) Top giving officer & title(s)
1	Bank of America Charitable Foundation 100 N. Tryon St. Charlotte, N.C. 28255 www.bankofamerica.com/foundation	(800) 299-2265	\$4,200,000 \$14,700,000 \$200,000,000	NA	2008	Local, state, national, international Arts & culture, human services, health, public/ society benefit, education	Gene Schaefer, Miami-Dade and Monroe market president; Mark Maller, Broward market president; Fab Brumley, Palm Beach market president Maria Alonso, CSR South Florida market manager; Katrina Wright, CSR community relations manager Broward; Kelly Sobolewski, CSR community relations manager Palm Beach
2	Ryder System Charitable Foundation 11690 N.W. 105th St. Miami 33178 www.ryder.com	(305) 500-3031 (305) 500-4579	\$1,591,024 \$1,596,524 \$1,702,524	NA	2008	Local, state, national Arts & culture health education human services	Gregory T. Swienton, president Robert S. Brunn, VP investor relations & public affairs and executive director of Ryder Charitable Foundation
3	Lennar Foundation 700 N.W. 107th Ave., Suite 400 Miami 33172 www.lennar.com/about/foundation.aspx	(305) 559-4000 (305) 229-6453	\$1,482,979 \$1,552,979 \$2,630,513	NA	2007	Local, state, national Public/society benefit, education, health, human services	Stuart A. Miller, CEO NA
4	Blue Foundation for a Healthy Florida 4800 Deerwood Campus Parkway Jacksonville 32246 www.bcbfl.com	(904) 905-6137 (904) 301-1974	\$880,850 \$3,676,936 \$3,676,936	NA	2008	Local, state Health, human services	Penelope Shaffer, market president South Florida Susan Towler, VP Community Affairs and executive director of the Blue Foundation for a Healthy Florida
5	FPL Group Foundation 700 Universe Blvd. Juno Beach 33408 www.fplgroup.com	(561) 691-7600	\$821,593.50 \$1,476,618 \$1,736,488	NA	2008	Local, state, national Arts & culture, education, public/ society benefit, human services, environment, health	Lewis Hay III, chairman of the board; Armando Olivera, president
6	Blue Cross Blue Shield of Florida 4800 Deerwood Campus Parkway Jacksonville 32246 www.bcbfl.com	(904) 905-6137 (904) 301-1974	\$779,500 \$13,413,206 \$13,413,206	NA	2008	Local, state Arts & culture, public/society benefit, human services, health, education, other	Penelope Shaffer, market president South Florida Cyrus Jollivette, senior VP of public affairs
7	Office Depot Foundation 6600 N. Military Trail Boca Raton 33496 www.officedepotfoundation.org	(561) 438-8752 (561) 438-6218	\$445,279 \$593,904 \$2,871,798*	NA	2008	Local, state, national, international Public/society benefit, education, health, human services, environment	Steve Odland, Chairman and CEO Mary Wong, president of the Office Depot Foundation
8	Florida Marlins Community Foundation 2267 Dan Marino Blvd. Miami 33056 www.floridamarlins.com	(305) 626-7243 (305) 626-7481	\$367,845 \$389,395 \$395,395	NA	2008	Local, state, national Arts & culture, public/society benefit, education, human services, environment	Nancy Olson, executive director
9	BankAtlantic Foundation 2100 W. Cypress Creek Road Fort Lauderdale 33309 www.bankatlantic.com/bafoundation.asp	(954) 940-5058	\$347,350 \$404,200 \$404,200	NA	2008	Local, state Arts & culture, health, human services, public/ society benefit, education	Alan Levan, president and trustee
10	The Geo Group 621 N.W. 53rd St., Suite 700 Boca Raton 33487 www.geogroup.com	(561) 893-0101 (561) 999-7681	\$295,000 \$325,000 \$910,000	NA	2008	International Public/society benefit, education	George C. Zoley, CEO
11	Rick Case Automotive Group 875 N. State Road 7 Fort Lauderdale 33317 www.rickcase.com	(954) 587-1111 (954) 587-7916	\$228,300 \$228,300 \$228,486	NA	2008	Local, state Arts & culture, human services, public/society benefit, education	Rick Case, president
12	McKinley Financial Services 545 N. Andrews Ave. Fort Lauderdale 33301 www.mckinleyinsurance.com	(954) 938-2685 (954) 938-2695	\$136,441 \$1,000 \$149,431	\$25,000 \$25,000 \$25,000	2008	Local, state Public/society benefit, education, other	James McKinley, president
13	Rachlin Foundation 1 S.E. Third Ave., 10th floor Miami 33131 www.rachlinfoundation.org	(305) 377-4228 (305) 377-8331	\$112,500 \$112,500 \$112,500	NA	2008	Local, state Human service,s health, public/ society benefit, education	Lawrence H. Blum, managing partner Suzanne Leslie, executive director of the Rachlin Foundation
14	Berkowitz Dick Pollack & Brant Certified Public Accountants & Consultants, LLP 200 S. Biscayne Blvd., 6th floor Miami 33131 www.bdpb.com	(305) 379-7000 (305) 379-8200	\$91,251 \$118,751 \$118,751	\$15,000 \$15,000 \$15,000	2008	Local, state Arts & culture, human services, health, education, environment, public/society benefit	Richard A. Berkowitz, managing director
15	First Equity Mortgage Bankers 9130 S. Dadeland Blvd., Suite 1901 Miami 33156 www.fembf.com	(305) 666-3333 (305) 666-3181	\$13,500 \$13,500 \$13,500	NA	2008	Local, state Health	Daniel Rodriguez, president
16	McKinley Financial Foundation 545 N. Andrews Ave. Fort Lauderdale 33301 www.mckinleyinsurance.com	(954) 938-2685 (954) 938-2695	\$12,500 \$12,500 \$12,500	NA	2008	Local, state Other	James McKinley, president
17	Clarke Silverglate & Campbell PA 799 Brickell Plaza, Suite 900 Miami 33131 www.csclawfirm.com	(305) 377-0700 (305) 377-3001	\$7,600 \$7,600 \$7,600	NA	2008	Local, state Arts & culture, public/ society benefit	Mercer Clarke, president and senior partner
18	ABB CON-CISE 12301 N.W. 39th St. Coral Springs 33065 www.abbconcise.com	(954) 733-2300 (954) 233-2321	\$3,034 \$6,829 \$11,271	NA	2008	Local, state, national Arts & culture, health, public/ society benefit, education	Angel Alvarez, CEO

Notes: South Florida refers to Miami-Dade, Broward and Palm Beach counties. NR = Not ranked. NA = Not available or not applicable. WND = Would not disclose. * The foundation also made \$17.4 million in in-kind donations in 2008.

Source: The companies, www.guidestar.com

Researched by Amy Limbert alimbert@bizjournals.com

Jacksonville.com / The Florida Times-Union

October 16, 2009

JASMYN honors companies that make a difference for lesbian, gay, bisexual or transgender employees

The Jacksonville Area Sexual Minority Youth Network, based in Riverside, recognized companies this month that promote diversity, equality and safe spaces in the workplace and for area youths.

The Oct. 9 breakfast at the University of North Florida's University Center honored local businesses that provide non-discrimination policies and diversity initiatives with inclusion of lesbian, gay, bisexual or transgender employees.

Winners were:

Platinum Award

These companies have policies and domestic partner benefits in place, support employees through resource groups and diversity training and have also supported the LGBT community through financial support:

- Blue Cross Blue Shield of Florida includes a Respect employee group and is on the cutting edge of diversity issues. The company also provided JASMYN with a financial grant from the Blue Foundation to support the LGBT youth clinic and services.
- Wachovia, a Wells Fargo company, is part of the North Florida Diversity Network and LGBT employee group Galea. Wachovia is also providing ongoing support for JASMYN programs.

Gold award

These companies have policies and benefits in place, and have growing employee resource groups or pride networks to support their LGBT talent and professional development and have a positive impact on the climate of the workplace for LGBT people:

- Bank of America Merrill Lynch, Citi Pride Network, Convergys, CSX, JP Morgan Chase and UNF LGBT Resource Center.

Silver award

These companies are working toward expanding their diversity through LGBT-inclusive non-discrimination policies or domestic partner benefits:

- Baptist Health, ICS Merrill, Regions Bank and Shands Jacksonville.

The breakfast was part of National Coming Out Day, which began in Washington, D.C., on Oct. 11, 1987, when half a million people marched for lesbian and gay rights.

Breakfast sponsors included Blue Cross and Blue Shield and Wachovia. Keynote speaker Robert Woronoff spoke about the importance of creating a safe space for LGBT youths. Earlier this year, Woronoff came to Jacksonville to help train Jacksonville-area foster care workers on how to create and find safe environments for LGBT youths in foster care. Woronoff is a former program director of the Child Welfare League of America.

"Having an adult mentor, someone who would accept a young person for who they are, helps them to move on to the next stage in their life," Woronoff said. "Only 2 percent of children who were in foster care go on to study in college."

Darnell Smith, group vice president of service organization for Blue Cross Blue Shield, and Brenda Hauk, site leader for Wachovia, spoke about the importance of corporate diversity and their efforts to promote the community.

JASMYN youth speaker Ronaldo Jones, a student at Florida State College at Jacksonville, spoke about the impact JASMYN had in his life and how he learned to accept himself.

"I learned to be comfortable with who I am," he said. "I came to JASMYN and was among other young people who were already out, who were already comfortable with their identity, and through JASMYN's programs, I learned about my own self-value, how to make an impact in the community, and how to become a youth leader."

http://jacksonville.com/community/mandarin_sun/2009-10-17/story/jasmyn_honors_companies_that_make_a_difference_for_lesbian_g

Kinship Cares Initiative guides grandparents, relatives and friends who find themselves unexpectedly parenting

Making a Difference



Phyllis J. Neuberger wants your suggestions about people you know who are making a difference.

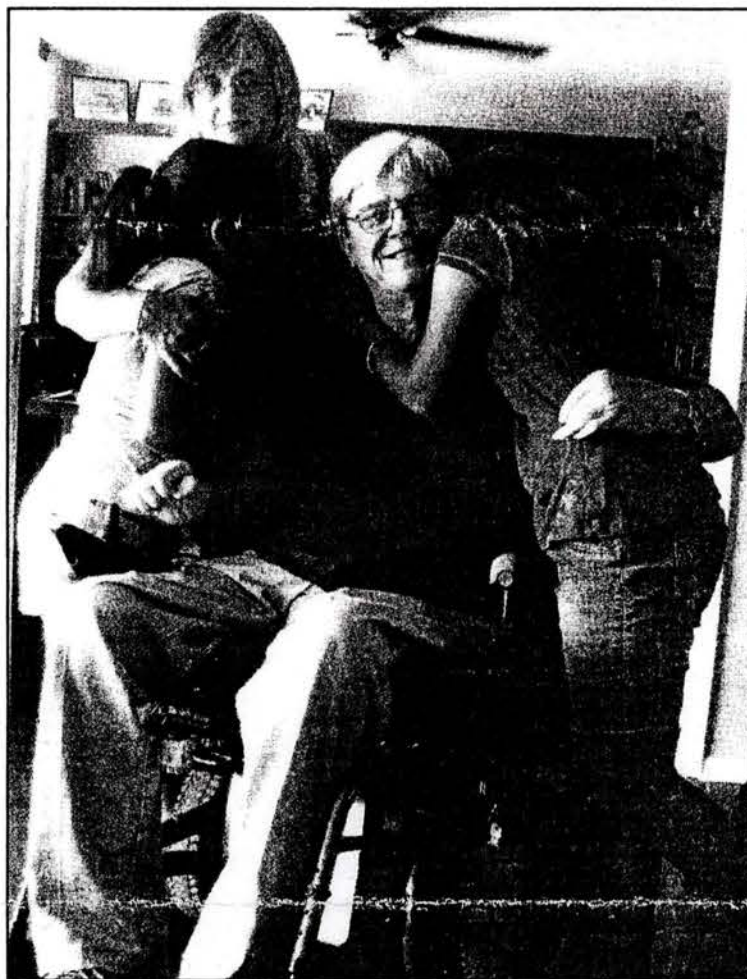
Call 954-783-8700 to recommend a candidate for this column.

By Phyllis J. Neuberger

PELICAN STAFF

Once again Broward Health steps up to the plate to meet a need. It's no secret these days to learn that many grandparents, relatives and even friends are raising children that are not their own. Grandparents who were planning to enjoy their retirement are finding themselves in a new role as parents to their grandchildren. The reasons for this lifestyle upheaval range from drugs, incarceration, debilitating illness, death of a parent or parents, unemployment, abandonment, abuse, homelessness and more.

Kinship Cares Initiative, or KCI, was created to help people in this position. A navigator/registered nurse not only provides assistance in the healthcare system; she also guides Kinship families to many other services including nutritional education, scheduling medical appointments and one-on-one personal health assessments for each family member. She also connects them to social service programs and agencies to meet



Mercedes and Harry Kember and granddaughters are grateful for this Broward Health program. [Photo courtesy of KCI]

non medical needs such as legal aid, emergency financial assistance, mental health, educational support and more.

Harry and Mercedes Kember were ready to be just a couple again. After decades of working, they were living in a 55-plus senior facility by the beach and just beginning to enjoy the easy life. That changed abruptly when they found out that their daughter had left her two daughters, 9 and 11, with a friend while she resolved some issues.

She never returned. Mercedes says, "When we found out, we got the girls and brought them home. Clearly our daughter was in no position to care for or provide for them."

The Kembers had to make many life changing decisions. They vacated their co-op on the beach and moved

into a condo. Their new home is immaculate and comfortably furnished. The girls share a room and swim in the pool every day.

According to their grandparents they are doing very well considering they don't have their mother around.

Harry happened to be visiting the Pantry of Broward where he fortunately saw a Kinship Cares Initiative brochure. He says, "This program is like a miracle for us. We couldn't afford health insurance for the girls and Kinship Cares provided us with a navigator. She found us a great pediatrician, Dr. Sandra Elliott at Broward Health Pompano Pediatrics, who gave the girls their physicals. Our next stop was the dental clinic at Deerfield

See KCI on page 7

KCI

Continued from page 4

Beach High School. For their eye exams, we were guided to the Chris Evert Children's Hospital and Eye See Kids Free eye exams."

Mercedes says, "It was a huge load off our shoulders when we became involved with KCI. The girls are in school and their needs are being met.

We can focus on providing them security and love.

All of our lives have changed. Instead of going out for bite to eat, Harry and I are now watching movies like *Aliens in the Attic*."

Jasmin Shirley, vice president of Community Health Services says, "At Broward Health we recognize the need to address multiple issues and concerns that impact a growing number of children and adults in kinship relationships who lack the resources many traditional families and foster parents take for granted. The resulting outcomes with KCI

are numerous. The greatest of these are stable, happy and healthy children living with relatives who love and care for them, as well as the improved health and wellness of the adult caregivers. The entire community benefits when there is one less child residing in an already overcrowded foster care system."

The KCI is currently funded by \$433,455 over three years by the Robert Wood Johnson Foundation Local Funding Partnerships and requires its money to be

matched locally dollar for dollar. The Health Foundation of South Florida, the lead nominating agency, has committed to a match of \$362,775 over three years. Blue Foundation for a Healthy Florida awarded Broward Health a two years, \$60,000 grant for its KCI pro-

gram.

Thank you Broward Health and KCI for your assistance in guiding grandparents, relatives and friends to the many services suddenly required when they find themselves unexpectedly parenting again.

QuickConnections



October 13, 2009

Survey shows BCBSF's image is tops in Florida

According to an image survey conducted in August 2009, BCBSF has the most favorable image (76 percent) among Florida's health insurance carriers. Aetna was second with 60 percent. The image survey is done every year to help us gauge attitudes and perceptions regarding BCBSF, industry competitors and the health care environment.

BCBSF has traditionally had a significantly higher favorable image rating compared to competitors. In the August 2009 survey, respondents identified BCBSF as the health insurer who is "most actively involved and cares about the community." The results clearly show how important and effective the local presence initiative and the efforts of Community Relations and the Blue Foundation for a Healthy Florida have been in creating value for BCBSF and its members.

The survey also revealed that 72 percent of those polled favor BCBSF over other health insurance companies. Respondents viewed BCBSF as having a solid reputation, socially responsible and active in the local community.

Almost 80 percent of those surveyed felt it was important for their insurance company to be active in their community. BCBSF was identified by a four-to-one margin as the health insurer who is most active in their community.

For a closer look at the 2009 Image Survey, [click here](#).

Downtown clinic braces for new wave of patients

With Shands AGH closing soon, Helping Hands Clinic expects to see a big increase in treatment.

By Harriet Daniels
Staff writer

The number of people in line on Monday or Thursday evenings for free medical care at Helping Hands Clinic downtown has begun to increase in recent weeks.

Clinic staff fear they will be in crisis with an onslaught of patients seeking care once Shands at AGH closes.

In an effort to keep pace with current demand and brace for an expected new wave of patients, clinic organizers are forced to recruit additional medical professionals — doctors or nurse practitioners — as volunteers to help fill the gap.

Zenta Gomez, the clinic's volunteer coordinator, said it is not uncommon to have as many as a dozen new patients at the clinic each night with a nightly average of 35 patients.

The clinic, located at 419 N.E. First St. in space at First United Methodist Church, operates

with an average of two to four doctors on site each night.

In 2008, the clinic logged 1,371 visits for 399 patients compared to 1,173 visits for 282 patients in 2007. The projected patient load this year is 500. The clinic, which opened in 1989, provides medical care, psychiatry and acupuncture.

The clinic focuses on the homeless, those at risk of homelessness and the uninsured. Homeless and uninsured individuals are seen on Monday evenings and women's health is provided on Thursdays.

As more people show up each week, Gomez said there are some times when the clinic is forced to turn people away.

"It's a challenge, but we rarely turn people away. But those times are increasing," she said. "And there are people who show up and see the long lines and walk away that week because they know we have limited doctors."



AARON E. DAYE/STAFF PHOTOGRAPHER

Student volunteer Stephen Mayper, right, checks the vital signs of patient Bruce Clark at the Helping Hands Clinic, a medical clinic that serves people who are at-risk for homelessness or are homeless, located at First United Methodist Church on Monday.

Most patients at the Helping Hands Clinic are in need of primary care for things like hypertension, wound care or upper respiratory problems.

Nicole Lamoureux, executive director of the National Association of Free Clinics, said the nation's 1,200 free clinics around the country are experi-

encing increasing loads, largely due to the economy.

"These are people who were working and never thought they would need a free clinic," Lamoureux said.

She said while few free clinics receive federal funding, the clinics served 4 million patients

CLINIC on Page 5B

CLINIC: Volunteers only need to serve a couple hours a month to make impact

Continued from 1B

in 2008 and are projecting that number will jump to 7.5 million to 8 million by year's end.

"That's a 40 to 50 percent increase, while most have seen donations decrease by 20 percent or more," she said. "So they are finding ways to serve and it often means doing more with less."

The Salvation Army on East University Avenue was the clinic's home for 15 years before the move to First United Methodist Church.

Clinic co-founder Randy Stacey said it would be ideal to have three or four providers — doctors and nurses — each night so no one is overlooked and can all be seen within the two-hour window.

If successful in recruiting at least eight to 10 more volunteers, Gomez said it would allow the local clinic to see three or four additional patients each night.

Funding to run the clinic



AARON E. DAYE/STAFF PHOTOGRAPHER

Clinic volunteers check-in patients at the Helping Hands Clinic, a medical clinic that serves people who are at-risk for homelessness or are homeless, located at First United Methodist Church on Monday.

comes from a combination of private donations, grants from the county and city along with a three-year grant from Blue Cross/Blue Shield Foundation.

Brendan Shortlee, vice president of the clinic's executive board, has spent the last 16 years volunteering each week

coordinating patients and the medical staff. He's seen patient load escalate over the years.

"We stuff in as many people as we can each week and we maximize our volunteers," he said. "It's a miracle we see everyone."

He said potential volunteers only need to

consider serving a couple hours each month in order to make an impact in the number of patients who can be seen each week.

"That will make a world of difference," Shortlee said.

Contact Harriet Daniels at 338-3166.

JASMYNNews

Fall 2009

JASMYN, Inc. Third Annual Diversity Breakfast

JASMYN, Inc. recognized and awarded companies promoting diversity, equality, and safe spaces both in the work place and for area youth during.

Friday, October 9, 2009 marked JASMYN's third annual Coming Out Day breakfast. According to the Human Rights Campaign®, National Coming Out Day began in Washington, D.C., on October 11, 1987 when half a million people marched for lesbian and gay rights. **Coming Together... Building the Future with the Next Generation** recognizes organizations as well as local and national corporations who support the lesbian, gay, bisexual, transgender (LGBT) community, and safe spaces for youth.

Breakfast sponsors included Blue Cross and Blue Shield of Florida, Inc. and Wachovia A Wells Fargo Company. Keynote speaker Robert Woronoff spoke about the importance of creating a safe space for LGBT youth. Earlier this year Woronoff came to Jacksonville to help train Jacksonville-area foster care workers on how to create and find safe environments for LGBT youth in foster care. Woronoff is a former program director of the Child Welfare League of America (CWLA).

"Having an adult mentor, someone who would accept a young person for who they are, helps them to move on to the next stage in their life," Woronoff said. "Only 2% of children who were in foster care go on to study in college."

Darnell Smith, Vice President of Blue Cross Blue Shield of Florida and Brenda Hauk, site leader for Wachovia A Wells Fargo Company, spoke about the importance of corporate diversity and their efforts to promote the community.

JASMYN youth speaker Ronaldo Jones, a student at Florida State College of Jacksonville, spoke about the impact JASMYN had in his life and how he learned to accept himself.

"I learned to be comfortable with who I am," Jones said. "I came to JASMYN and was among other young people who were already out, who were already comfortable with their identity and through JASMYN's programs I learned about my own self value, how to make an impact in the community, and how to become a youth leader."

The breakfast recognized and awarded companies in Jacksonville who provide non-discrimination policies and diversity initiatives with inclusion of LGBT employees. The breakfast was held at the UNF University Center, 1 UNF Drive, from 7:30 a.m. - 9:30 a.m.

Platinum Award Winners - These companies have policies and domestic partner benefits in place, support employees through resource groups and diversity training, and have also supported the LGBT community through financial support.

Blue Cross Blue Shield of Florida includes a RESPECT employee group and is on the cutting edge of diversity issues. Blue Cross Blue Shield of Florida also provided JASMYN with a financial grant from the Blue Foundation to support the LGBT youth clinic and services.

Wachovia A Wells Fargo Company is part of the North Florida Diversity Network and LGBT employee group GALEA. Wachovia is also providing on-going support for JASMYN programs.

Gold Award Winners - These companies have policies and benefits in place, and also have growing employee resource groups or pride networks to support their LGBT talent and professional development and have a positive impact on the climate of the workplace for LGBT people.

Bank of America Merrill Lynch • Citi Pride Network • Convergys • CSX • JP Morgan Chase • UNF LGBT Resource Center

Silver Award Winners - These companies are working toward expanding their diversity through LGBT inclusive non-discrimination policies or domestic partner benefits.

Baptist Health • ICS Merrill • Regions Bank • Shands Jacksonville

VISION MATTERS

A newsletter for friends and volunteers of the Vision Is Priceless Council

Fall 2009

Page 3

Partnerships Make a Difference

Vision Is Priceless Council is proud to announce the new Vision Clinic, funded through a grant from The Blue Foundation for a Healthy Florida, located at The Way Free Medical Clinic is now up and running. This new partnership between VIP and The Way will bring vision care to those in need in Clay County. Once a month, Denise McWhorter, VIP's Adult Program Coordinator travels to the clinic to screen patients. Approximately 30 patients a month are scheduled to receive the free vision screening after they have qualified for the program. When a vision problem is detected, which requires further evaluation, they are scheduled to come back for an appointment with one of our volunteer doctors. New equipment was purchased and set up at the clinic



in a new eye exam room, and Cared Vision Volunteer Doctors are traveling once a month to the clinic to see those referred and scheduled for further care. Once a patient has seen the doctor, VIP is assisting the patient to fill any prescriptions through the generosity of Alcon's prescription donation program, and will help the patient get a pair of glasses through partnerships with Florida Vision Quest, LensCrafters, and other organizations committed to helping to preserve sight.

The need for vision care is overwhelming and the referral rate among those screened who need further care is four times the regular referral rate among adult populations in our area. We are thrilled to have several new doctors, as well as seasoned Cared Vision Volunteers signing up to donate their time to see those in need at this clinic. Bringing together several nonprofit organizations and businesses who all have a mission to help save the vision of those in financial need is essential to helping VIP meet the growing needs in our community as the economy makes resources more scarce.

One patient VIP screened and provided glasses for was Iris Beth Rivas. Ms. Rivas was truly grateful for her new pair of glasses, and the services of VIP. She gives back to The Way Clinic by volunteering her time and skills, serving as a translator for other patients at the Clinic. She also assists with providing transportation for other patients who need to get to the clinic for medical services. VIP is proud to provide assistance for those in need, and as a staff we are always amazed at the generosity and willingness to give back of those we serve, helping to pay forward acts of kindness. Please consider how you can get involved in volunteering or providing assistance to help others receive the gift of sight.

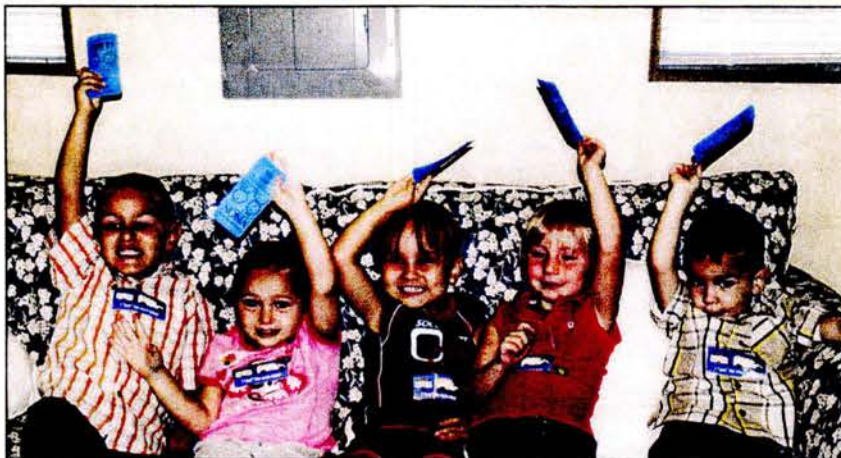
Vision is Priceless Newsletter

Fall 2009

Page 5

VIP is Grateful to Those who Supported Us this Past Year!

A Child's Place
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Mr. Clay E. Yarbrough
Zimmerman Family Foundation

VIP appreciates all of our donors. We want to know if we inadvertently left anyone out. Please call 904-308-2020 with corrections.

Summary			
From: January 2010			
To: June 2010			
Program: Feeding America	Number of Clips	Audience	
Feeding America coverage	37	2,532,526	
Media outlet	Topic	Audience	Market Region
1/7/2010 - 1/22/2010			
WTLV Channel 12 - 11:00 p.m.1/07/10	2nd Harvest Food Bank of North Florida	N/A	Northeast
WJXT Channel 4 - 6:30 p.m. 1/07/10	2nd Harvest Food Bank of North Florida	N/A	Northeast
WAWS CBS/FOX 30 - 10:00 p.m.1/07/10	2nd Harvest Food Bank of North Florida	N/A	Northeast
WOKV-FM	2nd Harvest Food Bank of North Florida	N/A	Northeast
Jacksonville Business Journal 1/07/10	2nd Harvest Food Bank of North Florida	7,836	Northeast
Jacksonville.com 1/08/10	Second Harvest Food Bank of North Florida	555,440	Northeast
Florida Times-Union 1/08/10	Second Harvest Food Bank of North Florida	155,590	Northeast
news.moneycentral.msn.com/ 1/12/10	Second Harvest Food Bank of Central Florida	N/A	National
Orlando Business Journal 1/12/10	Second Harvest Food Bank of Central Florida	123,000	Central
Daily Find 1/13/10	Second Harvest Food Bank of Central Florida	6,000	Statewide
jacksonville .com 01/16/10	Second Harvest Food Bank of North Florida	555,440	Northeast
Florida Times-Union 1/16/10	Second Harvest Food Bank of North Florida	155,590	Northeast
The Jacksonville Business Journal 1/15-21/10	2nd Harvest Food Bank of North Florida	7,836	Northeast
pnj.com (Pensacola News Journal) 1/19/10	Bay Area Food Bank	122,159	Northwest
pnj.com (Pensacola News Journal) 1/20/10	Bay Area Food Bank	122,159	Northwest
pnj.com (Pensacola News Journal) 1/21/10	Bay Area Food Bank	122,159	Northwest
pnj.com (Pensacola News Journal) 1/22/10	Bay Area Food Bank	122,159	Northwest
News & Views (The Blue Foundation)	Second Harvest Food Bank of North Florida	N/A	Statewide
Charity Vault	Second Harvest Food Bank of Central Florida	N/A	National
Feedingsouthflorida.org	Feeding South Florida	N/A	South
2/14-2010 - 4/5/2010			
The Weekly Challenger 2-14-10	America's Second Harvest of Tampa Bay	4,641	West coast
Capitol Complex Events (dms.myflorida.com)	Feeding America	N/A	Statewide
Daily Find 2/15/10	Grant to Feeding America	6,000	Statewide
Florida Dept of Agruculture & Consumer Services	Feeding America	N/A	Statewide
WEAR-TV ABC Channel 2 Mobile/Pensacola 2/17	Florida's Food Banks	N/A	Northwest
WTLX-TV ABC Channel 27 Tallahassee/Thomasville 2/17; 5:30 am; 6:00 am; 5:00 pm;	Florida's Food Banks	N/A	Northwest
WCJB-TV ABC Channel 20/Gainesville	Florida's Food Banks	N/A	Northeast
Tampa Record 2-18-10	Florida's Food Banks	22,000	West coast
Bay Area Food Bank Newsletter (Second Helping) 2/2010	Bay Area Food Bank	N/A	Northwest
Tallahassee.com 2/20	Feeding America	180,065	Northwest
Tallahassee Democrat 2/21/10	Feeding America	76,551	Northwest
Tallahassee.com 2/21	Grant helps feed Florida families - Local Briefs	180,065	Northwest
The Donors Forum 2-10	Feeding America		
Bradenton.com 2/24/10	Second Harvest of Tampa Bay	N/A	West Coast
Jacksonville Business Journal March 12-18, 2010	Feeding America	7,836	Northeast
Southeast AG NET 4/5/10	Florida's Food Banks	N/A	Statewide
	Total	2,532,526	



April 5, 2010

FL Commisioner's Spotlight on the Blue Foundation for a Healthy Florida

by Julie – April 5th, 2010



This week's Commissioner's Spotlight from Florida Agriculture Commissioner Charles Bronson is about a \$250,000 grant from The Blue Foundation for a Healthy Florida (philanthropic affiliate of Blue Cross and Blue Shield of Florida) that will help Florida's food banks feed Florida families in need.

[Download Audio](#)

More information is available online by clicking on [Blue Foundation Grant](#).

Filed as: [FL Commissioner Report](#) – [Florida](#) – [General](#) – [Specialty Crops](#) – [Vegetables](#)

Southeast AgNet Radio Network • AgNetOnLine • Citrus Industry Magazine • Citrus Expo 5053
NW Highway 225A Ocala, FL 34482 Phone (352) 671-1909

The Jacksonville Business Journal
March 12-18, 2010

The **Blue Foundation for a Healthy Florida** presented a \$250,000 grant to **Feeding America**, a domestic hunger-relief charity. The grant will help Florida's food banks provide 1.75 million meals to families in need.

Bradenton.com

February 24, 2010

2/24 LOCAL BRIEFS

Blue Foundation grant benefits Manatee food bank

MANATEE — A Blue Foundation for a Healthy Florida grant to America's Second Harvest of Tampa Bay has resulted in a \$3,250 award to the Food Bank of Manatee.

The Blue Foundation, a philanthropic affiliate of Blue Cross and Blue Shield of Florida, announced a \$250,000 statewide grant to Feeding America, formerly Second Harvest, on Feb. 16.

The Tampa Bay organization, which serves 10 counties including Manatee, received \$52,250. Feeding America secures food and grocery products on a national level to distribute to local food banks.



February 21, 2010

Local briefs

Grant helps feed Florida families: The Blue Foundation for a Healthy Florida has given the Feeding America organization a \$250,000 grant that will help provide 1.75 million meals to Florida families. The grant is designed to help food banks meet increased demand during the recession. More than 3 million Floridians receive emergency food assistance from the Feeding America system each year, and more than 330,000 Floridians receive emergency food assistance in any given week.

<http://www.tallahassee.com/article/20100221/NEWS01/2210322/1010/Local-briefs>

THE DONORS FORUM OF NORTHEAST FLORIDA

promoting effective giving

FEBRUARY 2010

GRANTMAKER NEWS AND NOTES

The Blue Foundation for a Healthy Florida recently announced a \$250,000 grant to Feeding America (formally Second Harvest). Second Harvest North Florida is one of eight affiliated food banks across the state benefiting from the grant. Feeding America works to secure food and grocery products on a national level to distribute, as needed, to local food banks. Second Harvest North Florida receives \$27,300 as part of this statewide grant. This grant is part of The Blue Foundation's Embrace a Healthy Florida initiative," said Susan Towler, vice president, The Blue Foundation. "The Embrace initiative works to combat childhood and family obesity in part by increasing access to healthy foods..."

Tallahassee Democrat
February 21, 2010

Grant helps feed

Florida families: The Blue Foundation for a Healthy Florida has given the Feeding America organization a \$250,000 grant that will help provide 1.75 million meals to Florida families. The grant is designed to help food banks meet increased demand during the recession. More than 3 million Floridians receive emergency food assistance from the Feeding America system each year, and more than 330,000 Floridians receive emergency food assistance in any given week.

Grant helps feed Florida families

democrat staff report • February 20, 2010

The Blue Foundation for a Healthy Florida has given the Feeding America organization a \$250,000 grant that will help provide 1.75 million meals to Florida families.

The grant is designed to help food banks meet increased demand during the recession.

More than 3 million Floridians receive emergency food assistance from the Feeding America system each year, and more than 330,000 Floridians receive emergency food assistance in any given week.

<http://www.tallahassee.com/article/20100220/BREAKINGNEWS/302200011/Grant-helps-feed-Florida-families>

Grant Provides Millions Of Meals For Floridians Facing Hunger

TALLAHASSEE — A \$250,000 grant by The Blue Foundation for a Healthy Florida to Feeding America, the nation's leading domestic hunger-relief charity, will help Florida's food banks provide 1.75 million high-quality and nutritious meals to Florida families in need.

The support is intended to help Florida's food banks meet the increased demand for their resources during these tough economic times. More than 3 million Floridians receive emergency food assistance from the Feeding America system each year, and more than 330,000 Floridians receive emergency food assistance in any given week.

"The Blue Foundation is proud to make this contribution to the vital assistance that Feeding America and Florida's food banks are providing to our friends and

neighbors in need," said Cyrus "Russ" Jollivette, member, Board of Directors, The Blue Foundation, and senior vice president of Public Affairs for Blue Cross and Blue Shield of Florida. "All Floridians know someone who's lost a job or a home, and more families are in need of these resources. It is critical that we help our state's food banks meet this need."

According to a new study by Feeding America, Hunger in America 2010, 82 percent of Florida food pantries have reported an increase in the number of clients seeking food assistance since 2006. Thirty-eight percent of Floridians receiving emergency food assistance are children, and 33.5 percent of the households receiving assistance have a member in poor health.

"I want to thank The Blue Foundation for this generous

grant supporting needy Florida families, but I also want to thank the thousands of our citizens who give of their time, food and funds to this worthy cause," said Florida Commissioner of Agriculture and Consumer Services Charles Bronson. "Sometimes government cannot be the solution to all our problems and it takes the hard work of volunteers in private, faith-based and civic organizations across our state to get the job done in providing emergency aid to Florida families. The Floridians doing this work deserve our praise and they deserve our support."

According to the hunger study, 81 percent of food pantry programs are faith-based or religiously affiliated, and 94 percent of Florida's food pantries rely on volunteers. Seventy-four per-

Continued on page 2

Grant Provides Meals For Florida's Hungry

Continued from page 1

cent of Florida pantry programs have no paid staff. Feeding America works to secure food and grocery products on a national level to distribute, as needed, to local food banks. For this grant, Feeding America is working with the Florida Association of Food Banks to allocate funds statewide based on population and poverty levels.

"Community partners like The Blue Foundation are crucial to our efforts to provide emergency food assistance to Florida families in communities across our state," said Rebecca Brislain, executive director of the Florida Association of Food Banks. "Donations such as this allow us to provide the best possible products to ensure the health and livelihood of our friends and neighbors in need."

For every \$1 donated, Feeding America can provide seven meals to hungry men, women and children. With The Blue Foundation's grant, Florida's food banks will be able to provide 2.2 million pounds of food that will produce 1.75 million meals.

"This grant is part of The Blue Foundation's Embrace a Healthy Florida initiative, which works to combat childhood and family obesity in part by increasing access to healthy foods" Jollivette said. "Feeding America and the Florida Association of Food Banks and their affiliated food banks accomplish this by providing nutritional food for people who might otherwise skip meals or

resort to eating unhealthy foods that are often more affordable and accessible. We are proud to be partners in this effort."

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF) incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its Web site at www.bluefoundationfl.com.

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, net-

work members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org.

Affiliated with Feeding America, Florida Association of Food Banks (FAFB) is a 501(c)(3) organization committed to ending hunger in Florida. FAFB members serve all 67 counties in Florida, distributing more than 72 million pounds of food annually to a network of more than 3000 faith-based and non-profit agencies. For more information, call (850) 224-0711 or visit www.fafb.org.

***The Blue Foundation for a Healthy Florida
Video Monitoring Report
February 17, 2010***

1. In The Morning

WEAR-TV (ABC) CH 3, Mobile/Pensacola 02/17/2010, 05:00 AM - 05:30 AM

Struggling **Florida food banks** are getting help from blue cross, blue shield. The insurance company's philanthropic organization, **blue foundation** for a healthy **Florida**, has donated 250-Thousand dollars to **feeding America**. The money will provide nearly two million meals for hungry families. More than three million **Floridians** are fed through **feeding America** each year. 38 Percent of them are children

2. ABC 27 News At Sunrise

WTXL-TV (ABC) CH 27, Tallahassee/Thomasville

02/17/2010, 06:00 AM - 06:30 AM

Fewer **Florida** families will go without --Thanks in part to a new grant, **Florida's food banks** will now be able to provide more than a million meals to needy families --And it's all because of a 250-thousand dollar grant from the **blue foundation**. The grant provides nutritional options to those who would normally skip meals or resort to more affordable unhealthy eating. <These blue bags here for the children who are on school lunch program who need extra help. These are given to them on Friday, so that they can carry them home for the weekend. So they have food for the weekend.

3. ABC 27 News At Sunrise

WTXL-TV (ABC) CH 27, Tallahassee/Thomasville

02/17/2010, 05:30 AM - 06:00 AM

Fewer **Florida** families will go without --Thanks in part to a new grant, **Florida's food banks** will w be able to provide more than a million meals to needy families --And it's all because of a 250-thousand dollar grant from the **blue foundation**. The grant provides nutritional options to those who would normally skip meals or resort to more affordable unhealthy eating. <These blue bags here for the children who are on school lunch program who need extra help. These are given to them on Friday, so that they can carry them home for the weekend. So they have food for the weekend. > The grant will be distributed statewide based on population and poverty levels.

4. ABC 27 News At 5:00

WTXL-TV (ABC) CH 27, Tallahassee/Thomasville

02/16/2010, 05:00 PM - 05:30 PM

Fewer **Florida** families will go without --Thanks in part to a new grant, **Florida's food banks** will now be able to provide more than a million meals to needy families --And it's all because of a 250-thousand dollar grant from the **blue foundation**. The grant provides nutritional options to those who would normally skip meals or resort to more affordable unhealthy eating.

5. TV 20 News Morning Edition

WCJB-TV (ABC) CH 20, Gainesville

02/17/2010, 06:00 AM - 07:00 AM

Struggling **Florida food banks** are getting help from blue cross, blue shield. The insurance company has donated 250-thousand dollars to **feeding America** the money will provide 1. 75 Million meals for families. More than three million **floridians** are fed through **feeding America**, 38 percent of them are children.



February 16, 2010

Grant Provides Millions Of Meals For Floridians Facing Hunger ~ The Blue Foundation for a Healthy Florida awards \$250,000 to Feeding America, allowing Florida's food banks to provide 1.75 million meals ~

TALLAHASSEE – A \$250,000 grant by The Blue Foundation for a Healthy Florida to Feeding America, the nation's leading domestic hunger-relief charity, will help Florida's food banks provide 1.75 million high-quality and nutritious meals to Florida families in need.

The support is intended to help Florida's food banks meet the increased demand for their resources during these tough economic times. More than 3 million Floridians receive emergency food assistance from the Feeding America system each year, and more than 330,000 Floridians receive emergency food assistance in any given week. "The Blue Foundation is proud to make this contribution to the vital assistance that Feeding America and Florida's food banks are providing to our friends and neighbors in need," said Cyrus "Russ" Jollivette, member, Board of Directors, The Blue Foundation, and senior vice president of Public Affairs for Blue Cross and Blue Shield of Florida. "All Floridians know someone who's lost a job or a home, and more families are in need of these resources. It is critical that we help our state's food banks meet this need."

According to a new study by Feeding America, *Hunger in America 2010*, 82 percent of Florida food pantries have reported an increase in the number of clients seeking food assistance since 2006. Thirty-eight percent of Floridians receiving emergency food assistance are children, and 33.5 percent of the households receiving assistance have a member in poor health.

"I want to thank The Blue Foundation for this generous grant supporting needy Florida families, but I also want to thank the thousands of our citizens who give of their time, food and funds to this worthy cause," said Florida Commissioner of Agriculture and Consumer Services Charles Bronson. "Sometimes government cannot be the solution to all our problems and it takes the hard work of volunteers in private, faith-based and civic organizations across our state to get the job done in providing emergency aid to Florida families. The Floridians doing this work deserve our praise and they deserve our support."

According to the hunger study, 81 percent of food pantry programs are faith-based or religiously affiliated, and 94 percent of Florida's food pantries rely on volunteers. Seventy-four percent of Florida pantry programs have no paid staff. Feeding America works to secure food and grocery products on a national level to distribute, as needed, to local food banks. For this grant, Feeding America is working with the Florida Association of Food Banks to allocate funds statewide based on population and poverty levels.

"Community partners like The Blue Foundation are crucial to our efforts to provide emergency food assistance to Florida families in communities across our state," said Rebecca Brislain, executive director of the Florida Association of Food Banks. "Donations such as this allow us to provide the best possible products to ensure the health and livelihood of our friends and neighbors in need."

For every \$1 donated, Feeding America can provide seven meals to hungry men, women and children. With The Blue Foundation's grant, Florida's food banks will be able to provide 2.2 million pounds of food that will produce 1.75 million meals.

"This grant is part of The Blue Foundation's Embrace a Healthy Florida initiative, which works to combat childhood and family obesity in part by increasing access to healthy foods" Jollivette said. "Feeding America and the Florida Association of Food Banks and their affiliated food banks accomplish this by providing nutritional food for people who might otherwise skip meals or resort to eating unhealthy foods that are often more affordable and accessible. We are proud to be partners in this effort."

About The Blue Foundation for a Healthy Florida

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About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org.

About Florida Association of Food Banks

Affiliated with Feeding America, Florida Association of Food Banks (FAFB) is a 501(c)(3) organization committed to ending hunger in Florida. FAFB members serve all 67 counties in Florida, distributing more than 72 million pounds of food annually to a network of more than 3000 faith-based and non-profit agencies. For more information, call (850) 224-0711 or visit www.fafb.org.

<http://www.doacs.state.fl.us/press/2010/02162010.html>



Daily Find

February 15, 2010

GRANT TO PROVIDE MILLIONS OF MEALS FOR FLORIDIANS FACING HUNGER

TALLAHASSEE, Fla., Feb. 15 -- The Florida Department of Agriculture & Consumer Services issued the following news release:

The Blue Foundation for a Healthy Florida will present a significant cash grant Tuesday to Feeding America, the nation's leading domestic hunger-relief charity, to help Florida's food banks provide millions of meals to hungry Florida families in need.

The grant will help Florida's food banks meet the increased demand for resources during this time of economic turmoil. Charles

Bronson, Florida's Commissioner of Agriculture and Consumer Services, will attend the presentation and make remarks regarding the importance of Florida's food banks and how Floridians can volunteer to help fight hunger in our state.

The event will take place at:

10 a.m.

Tuesday, February 16

Waller Park (Courtyard near dolphin statue)

The Florida Capitol

Participating in the event will be:

Charles Bronson, Florida Commissioner of Agriculture and Consumer Services;

Cyrus "Russ" Jollivette, member, Board of

Directors, The Blue Foundation, and senior vice president of Public Affairs for Blue Cross and Blue Shield of Florida ; and Rebecca

Brislain, executive director of the Florida Association of Food Banks. For more information please contact: Sarabjit Jagirdar,

Email:- htsyndication@hindustantimes.com

February 16, 2010



February 15, 2010

Capitol Complex Events

Tuesday, February 16, 9:00 – 11:00 a.m.

The Blue Foundation for a Healthy Florida – Press conference announcing a grant that has been established to make a donation to the organization.

Ryan Banfill 850/222-1996

Waller Park

http://dms.myflorida.com/business_operations/real_estate_development_management/facilities_management/capitol_complex_events

The Weekly Challenger

February 14, 2010

Grant To Provide Millions Of Meals For Floridians Facing Hunger

The Weekly Challenger

Originally posted 2/14/2010

In West Central Fla., support equals 227,175 pounds of food equaling 177,480 meals

TAMPA - Community food distribution and announcement of a grant that will provide more food for in-need residents of West Central Florida. America's Second Harvest of Tampa Bay is one of eight affiliated Florida food banks benefiting from a \$250,000 grant to Feeding America that The Blue Foundation for a Healthy Florida will announce in the state's capital the same day.

Feeding America works to secure food and grocery products on a national level to distribute to local food banks. For this grant, Feeding America is working with the Florida Association of Food Banks to distribute funds to food banks across the state. For every \$1 donated, America's Second Harvest of Tampa Bay can provide four meals.

Food banks across the state are experiencing increased demand for their resources (roughly 30 percent). This grant supports efforts in providing nutritional meals and food to in-need Floridians. It is part of The Blue Foundation's Embrace a Healthy Florida, addressing childhood and family obesity initiative, which in part strives to increase access to healthy foods for Florida's uninsured and underserved.

The Blue Foundation for a Healthy Florida is a separate, philanthropic affiliate of Blue Cross and Blue Shield of Florida (BCBSF) incorporated in the state of Florida. The Blue Foundation for a Healthy Florida, and its parent, BCBSF, are independent licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information on The Blue Foundation for a Healthy Florida, please visit its web site at www.bluefoundationfl.com. Local opportunity to volunteer: Tuesday, Feb. 16, at 10 a.m. Volunteers to distribute 300 bags of food. Meet at Forest Hills United Methodist Church, 904 W. Linebaugh Ave., Tampa, Fla. 33612.

<http://www.theweeklychallenger.com/news/Article/Article.asp?NewsID=101337&slD=13&ItemSource=L>

Bay Area Food Bank **February 2010** Second Helping

Thank You for Your Support!

Contributions of time, food and money poured into the food bank throughout 2009, helping us keep up with the dramatic increase in requests for food assistance. We deeply appreciate the generosity of those pictured below and many, many others.

We thank our friends, the Regions Bank Women's Initiative, for presenting the food bank with a \$5,000 check to sponsor a Backpack Program at Whitley Elementary School in Prichard, Ala.



The Blue Foundation for a Healthy Florida granted \$250,000 to Feeding America to help Florida's homeless. The portion the food bank received is \$12,325.

The students of Hollinger Elementary School raised \$292 to help feed the hungry in their community.



The food bank thanks the brothers of Lambda Chi Alpha Fraternity from Spring Hill College for their grand donation of \$2,300.

Thank you Pilot Catastrophe Services Inc. for your generous gift of \$8,000! From the look of all the toys in the picture, Santa was also good to the Marines' Toys for Tots collection.



Students from the University of South Alabama's Greek Week Food Drive competed in a can castle contest and donated 4,223 pounds of food.

Each year since Hurricane Katrina, the food bank has received hand-knitted baby blankets along with a \$10,000 donation from the Ernst and Elfriede Frank Foundation in Forest Hills, New York. This year, the food bank donated the blankets to families, like the Wards, with children in the Neonatal Intensive Care Unit of the USA Children's and Women's Hospital. Thank you for your continued generosity.



Volunteers pack boxes for our Senior Nutrition Program funded in part by a \$1,000 grant from the Edith G. and Edwin A. Zelnicker, Jr. Bequest Field of Interest Fund of The Community Foundation of South Alabama. Their support provides monthly food boxes for senior citizens in Mobile County.



It pays to dress casual—Carlisle Medical Associates, Inc.'s employees earned casual dress workdays during December by donating money to fight hunger. Thank you for your generous gift of \$2,000.